



MEDIA RELEASE

K&J 2025: A Quest for Global Safety

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A quest to deliver safety and empowerment to every individual around the globe has been the driving force behind leading first aid organisation, Survival Emergency Solutions, for over 35 years.

Born out of personal tragedy, Survival was founded by twin brothers, Jerry and Tim Tyrrell, following the devastating death of their one-month-old niece over three decades ago.

Co-Founder and Children's Rights Activist, Jerry Tyrrell, says his mission is driven by the incentive that no person should ever feel powerless and helpless in the face of life's inevitable crises.

"When you endure the loss of a friend or family member, there is always the question of 'What could I have done to prevent this?' And although some situations are unpreventable, there are many times when being prepared can save a life or provide the right help," says Jerry.

"From that moment on, I wanted to make something good come from such inconceivable loss and the best way I could think to do that was to develop first aid solutions to help every individual be more in control in emergency situations – through education, awareness and having the right tools at their fingertips."

Starting with the development of the Survival board game, aimed at engaging families around first aid concepts, and the Emergency First Aid Handbook, specifically designed for easy home or office display, Jerry and Tim collaborated with leading first aid trainers to provide concise, user- friendly instructions to offer step-by-step assistance for all kinds of emergencies – from the everyday to the life-threatening.



The Handbook went on to win the coveted Australian Design Award and is, after selling over two million copies, in its 6th edition and still being produced for first aid trainers, school and university students.

Co-Founder and twin brother, Tim Tyrrell, who had also experienced a terrifying emergency situation with this young son, Mike, said these products marked the beginning of a suite of pioneering first aid solutions, all designed with their global mission in mind.

“At the time of its publication, the Handbook revolutionised access to first aid information. We have continued to push the boundaries of innovation to create pioneering first aid products that offer safety, security, and peace of mind to people everywhere,” says Tim.

“Our range of first aid kits and accessories continues to evolve and the launch of the iFirstAid app, means that every individual can feel safe with best practice information at their finger tips.”

A family-run business based in Australia on the scenic NSW Central Coast, the next generation of the Survival family is looking to continue its mission for the next 35 years and beyond. Tim’s son, Mike, has taken over leadership of the business – and together with his best mate Jordan – says he’s looking to continue the legacy of his Dad and Uncle.

“Survival has always been about more than just first aid products,” says Mike.

“Dad and Jerry set out to empower and protect as many people around the world as possible and help prepare them for any emergency situation. I want to uphold this legacy and deliver on the promise to take first aid tools, resources and education to all corners of the earth to help create a safer world for us all.”

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