

FOR JOURNALISTS · UPDATED MAY 2026

Press kit

HackFirstAid is happy to provide expert commentary on cyber incidents affecting individuals, small businesses, medical practices, municipalities, K-12 districts, and boards — especially ransomware, identity theft, public-sector breaches, and HIPAA / FERPA / municipal-data exposure.

Founder Travis Barlow is available for interview, background, and on-record technical analysis. Same-day turnaround when possible.

PRESS CONTACT press@hackfirstaid.com Interview requests, quote sourcing, on-record commentary.	FOUNDER Travis Barlow Founder & Principal Advisor. linkedin.com/in/travisbarlow	TURNAROUND Same business day Email is fastest. Travis monitors the press inbox personally.
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Topics Travis can comment on

Ransomware Negotiation realities, the first-hour playbook, why most SMB and municipal victims pay — and what changes that.	Identity theft & fraud Consumer-side recovery, account takeover, SIM-swap, elder-targeted scams, the bank/law-enforcement response gap.
Public-sector breaches Municipal IT realities, K-12 district incidents, FERPA exposure, the politics of public disclosure.	HIPAA & small medical practices Why small clinics are the soft target, OCR enforcement trends, what a HIPAA-aware IR engagement actually looks like.
Board & trustee oversight What boards should be asking, the cyber question set that moves the needle, oversight vs. operations.	Incident-response culture Why “calm, plain language” outperforms fear marketing — and the gap between vendor pitch and lived recovery.

FOUNDER

Travis Barlow

Founder & Principal Advisor, HackFirstAid

Travis Barlow is the founder of HackFirstAid and of AtlSecCon, Atlantic Canada's longest-running security conference. Over 25+ years and 580+ engagements he has led incident response across the public sector — school districts, municipalities, healthcare, and critical infrastructure. He lives and works in Nova Scotia.

He started HackFirstAid because the people who most need calm, plain-language help after a digital incident — households, small clinics, town halls, K-12 IT shops — are precisely the audiences the cybersecurity industry is worst at serving. The project is built on the idea that the first hour matters most, and that the right voice in that first hour is not a vendor pitch.

25+ years	in cybersecurity and incident response.
580+ engagements	across school districts, municipalities, healthcare, and critical infrastructure.
Founder, AtlSecCon	Atlantic Canada's longest-running security conference.
Based in Nova Scotia	Atlantic-Canadian roots, North-American practice.

The HackFirstAid family — six audiences, one stack

HackFirstAid runs one cyber-readiness stack across six audiences. The individuals & families property stays free; the five organizational verticals are paid and partner-delivered.

Audience	Property
Individuals & families	hackfirstaid.com · free, consumer-direct
Small & mid-sized businesses	business.hackfirstaid.com
Municipalities	municipal.hackfirstaid.com
K-12 districts	education.hackfirstaid.com
Small medical practices	medical.hackfirstaid.com
Boards & trustees	boards.hackfirstaid.com

OUT OF SCOPE BY DESIGN

HackFirstAid does not cover higher education, hospitals or large health systems, OT/SCADA environments, or non-security cyberbullying. If a story sits in one of those areas, Travis is happy to refer journalists to the right person rather than comment outside his lane.

QUOTE-READY

Boilerplate & brand

Use the language below verbatim in press releases, web write-ups, and case studies. Both lengths are pre-approved.

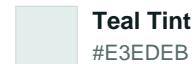
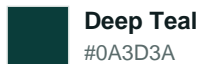
Standard boilerplate — 85 words

“HackFirstAid delivers calm, plain-language cyber incident response for the audiences that rarely get it — individuals and families, small and mid-sized businesses, municipalities, small medical practices, K-12 districts, and the boards and trustees who oversee them. Founded by Travis Barlow, HackFirstAid pairs free self-serve triage with paid playbooks, HIPAA-aware tooling for healthcare, regulator hand-offs, and partner-delivered services. Atlantic-Canadian roots, North-American practice. No fear marketing. No vendor pitch.”

Short boilerplate — 30 words

“HackFirstAid is calm, plain-language cyber incident response for individuals, small businesses, municipalities, small medical practices, K-12 districts, and the boards that oversee them.”

Brand quick reference



TYPOGRAPHY

Fraunces (serif) — headlines, wordmark, pull-quotes on hackfirstaid.com. Playfair Display is the approved alternate on print and partner surfaces.

Inter (sans) — body, UI, captions. Weights 400, 500, 600, 700.

ASSET REQUESTS

brand@hackfirstaid.com

Vector logos, headshot, custom lockups, og-image. Reply same business day.

USAGE

Wordmark on light or teal only. Don't redraw, italicize, or recolor outside the palette. Don't pair the mark with imagery of violence, disaster, or hooded actors — “calm” is a brand attribute, not a typographic accident.

For active incident commentary, email is fastest. Travis monitors **press@hackfirstaid.com** personally.