

FOR IMMEDIATE RELEASE

## **Putting the AED in CPR/AED Week, Heart Advocates Donate Lifesaving Device to Increase Awareness, Survival of Cardiac Arrest**



WASHINGTON, DC, May, 2012 – Recognizing the need for improved emergency response to Sudden Cardiac Arrest (SCA) in our community, the Western Maine Affiliate of the Sudden Cardiac Arrest Association (SCAA) is proud to be working with Local 797 and The Arthur and Katie Winship Memorial Foundation. In a joint effort we will be deploying an automated external defibrillator (AED) to the Park Avenue Elementary School in Auburn, Me. An official dedication ceremony took place on June 4<sup>th</sup>, marking National CPR/AED Awareness Week.

“SCA is a major public health crisis that is not well understood by most Americans. It kills more Americans each year than breast cancer, lung cancer and HIV/AIDS combined, and sadly the national survival rate of SCA has remained a low five percent for the last 30 years,” said Lisa A. Levine, CAE, president, SCAA. “Awareness of SCA and bystander assistance is crucial to increasing survival, and I applaud our chapters for participating in these donations with an attempt to reverse three decades worth of heart-wrenching statistics.”

“The only way to survive SCA is through CPR and shocks administered from an AED,” said Laurieann Milligan, director of community outreach at Med-Care Ambulance, SCAA Western Maine Affiliate. “More AEDs in more locations only make our community safer and residents more informed to intervene during cardiac emergencies.”

In all, over 25 AEDs will be deployed to nonprofit organizations across the country through SCAA’s “donated 2011” program, in which device manufacturers Cardiac Science, Defibtech and Zoll have partnered with the Association in donating AEDs to raise awareness.

SCA is the nation’s leading cause of death, killing nearly 300,000 Americans each year. It is an electrical disruption of the heart’s natural rhythm and is not the same as a heart attack. Advances in medical technology and treatment could eliminate at least 40 percent of sudden cardiac arrest deaths, yet the survival rate is still five percent.

### **About the Sudden Cardiac Arrest Association**

SCAA is the nation’s largest nonprofit advocacy organization dedicated to increasing awareness and prevention of sudden cardiac arrest. For more information, please visit [www.suddencardiacarrest.org](http://www.suddencardiacarrest.org).

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