



**American  
Red Cross**

Dayton Area Chapter

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## News Release

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**For Immediate Release**

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### Media Alert

#### **“Project Lifesaver” Aims To Stop The Number One Killer Of Americans**

January 31<sup>st</sup>, Dayton, Ohio – Most of us already think about hearts on Valentine’s Day. But the Dayton Area Chapter of the American Red Cross wants you to think about your heart in a whole new way that day.

Please join us for a press conference at **10:00am** on **February 14<sup>th</sup>**, at our chapter headquarters, 370 West First Street, Downtown Dayton, where we will introduce you to **Project Lifesaver**, a new American Red Cross initiative. Its goal is to make sure all Americans are within 4 minutes of an **Automated External Defibrillator (AED)**. AEDs are compact machines designed for the lay rescuer, to help someone suffering from sudden cardiac arrest. Defibrillation delivers an electric current to the heart. It is the only treatment that reverses Sudden Cardiac Arrest.

At the press conference we will show you a demonstration of an AED in use. We will also be joined by a man who owes the life of his 23 year old daughter to an AED, and by a doctor representing Dayton Heart Hospital. Additional b-roll tapes will be made available as well.

Sudden Cardiac Arrest strikes about 250,000 people each year. That’s about 600 per day. But fewer than five percent survive. Your greatest chance occurs when the following sequence of events, known as the Cardiac Chain of Survival, happens rapidly.

- 1 – Early recognition and early access.** The sooner 9-1-1 is called, the sooner early advanced life support arrives.
- 2 – Early CPR.** That helps to circulate blood that contains oxygen to the vital organs, until an AED is available.
- 3 – Early defibrillation.** That’s critical because each minute defibrillation is delayed reduces the chance of survival by about 10 percent.
- 4 – Early advanced life support.** That’s when medical personnel provide further care and transport to a hospital.

As of the first of the year, the Dayton Area Chapter of the American Red Cross began offering AED training standard as part of all adult CPR courses.

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***Together, we can save a life***