

Life-Saving Defibrillator Launched by Heart Rhythm Charity

20 March 2011, Armscote, Warwickshire: The Heart Rhythm Charity, Arrhythmia Alliance, is pleased to announce the launch of a life-saving Automated External Defibrillator (AED) at the village of Armscote in Warwickshire.

For communities like Armscote that live outside the 8 minute travelling distance of an emergency ambulance a defibrillator can save the life of someone when struck down with a Sudden Cardiac Arrest.

An AED launch meeting will be taking place on 29th March at Blackwell Village Hall, Blackwell, Warwickshire, 7.30pm – 9pm. Villagers from Armscote and the surrounding areas of Blackwell, Newbold-on-Stour, Darlingscote and Tredington will be in attendance. The life-saving equipment is being mounted on a purpose built board outside the Fox and Goose pub.

Community First Responders and trainers from the West Midlands Ambulance Service will be on hand at the event to provide a demonstration and introduction to using an AED and Cardio Pulmonary Resuscitation (CPR).

Deborah Williams from Armscote said, "We're delighted to be involved with this and want to make as many people as possible aware of how to use an AED—you just don't know when that knowledge could save a life. I'd like to thank everyone on the parish of Tredington who helped with this project."

News Release

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The Heart Rhythm Charity is supporting social and community groups to introduce AEDs to public places as a way of combating Sudden Cardiac Arrest, the UK's number one killer. Each year, 100,000 people die from Sudden Cardiac Arrest, killing more people than Breast Cancer, Lung Cancer and AIDS combined. If a person is suspected of suffering a cardiac arrest, speedy help from an AED and CPR is the only way someone can survive such a catastrophic event. With CPR alone there is just a 5% survival rate but by using a defibrillator the chance of survival is increased by a further 45%. Survival rates drop between 7-10% every minute without defibrillation.

Trudie Lobban MBE, Founder of Arrhythmia Alliance, said, "AEDs are vital when it comes to preventing loss of life from Sudden Cardiac Arrest. Lives can be saved if defibrillators are installed in as many public places as possible and Arrhythmia Alliance will support community groups in this endeavour. We have produced resources for schools and can provide fundraising support and workshops for any interested community groups."

If your community group would like to have a defibrillator installed with the help of The Heart Rhythm Charity, please contact Jo Hassall at jhassall@heartrhythmcharity.org.uk

SCA Fast Facts

1. Sudden Cardiac Arrest (SCA) is the number 1 killer in UK & Western World.
2. SCA kills 100,000 people each year in UK, the equivalent of jumbo jet crashing every day. More than 80% could be saved
3. Less than 5% of victims of SCA survive out of hospital
4. Sudden Cardiac Arrest can strike anyone, anywhere, at any time without warning...

Ends

Notes:

1. For more information, contact Jo Hassall at jhassall@heartrhythmcharity.org.uk
2. Press are invited to attend this event. Media are asked to attend from 8pm. There will be opportunities for filming, photos and interviews. Location is below:

<http://www.warks.co.uk/blackwell-village/index.htm>

<http://www.warks.co.uk/blackwell-village/areamap.htm>



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6. The A-A website is at www.heartrhythmcharity.org.uk