

# Big Boost to Fundraising for Local Charity

**22 March 2011, Shipston-on-Stour:** Warwickshire-based charity, Arrhythmia Alliance has had a big boost to fundraising thanks to a Midlands company

Each year, Vehicle enhancement specialist Bott, based in Ashby-de-la-Zouch, organises a charity raffle, supported by contractors and suppliers. This year the raffle raised £1,377.57, which has been donated to Arrhythmia Alliance, which is headquartered in Shipston-on-Stour, in memory of former Bott employee Brian Simpson.

Arrhythmia Alliance charity works to raise awareness and promote timely and effective diagnosis, treatment and quality of life for individuals affected by heart rhythm disorders and sudden cardiac death.

Working in partnership with leading healthcare and allied professionals the charity's Restart the Heart Campaign raises awareness of life-threatening sudden cardiac arrests and supports the placement of life-saving equipment in communities, including automated external defibrillators (AEDs). If a person is suspected of suffering a cardiac arrest, speedy help from an AED and Cardio Pulmonary Resuscitation (CPR) is often the only way they 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.

Wendy Adams from the charity said: "Thank you so much to the entire Bott team, and that includes the generously donated prizes for this fundraising raffle. This donation will help make a difference to thousands of people suffering with cardiac arrhythmias. Each donation you make means a great deal to us. Funds raised by everyone at Bott go towards the

## News Release

**Media contact:** Wendy Adams

01789 451829

Wendy.adams@heartrhythmcharity.org.uk



development of resources that benefit patients, medical professionals and the general public.”

Brian Simpson’s son Paul joined the Bott team in 2009 as an electrical installation engineer. He said: “My family and I really appreciate that this year’s raffle was organised in memory of Dad, and it is a fitting tribute. We raised more money than we ever have before in a raffle, and it makes me proud that dad was so well thought of and respected. He would be pleased that we are helping other people with similar illnesses.”

### **Ends**

1. For more information, contact [wendy.adams@heartrhythmcharity.org.uk](mailto:wendy.adams@heartrhythmcharity.org.uk)
2. The A-A website is at [www.heartrhythmcharity.org.uk](http://www.heartrhythmcharity.org.uk)