

## **First of three Life-Saving Defibrillator for Hook Norton**

### **EVENT DETAILS: AED LAUNCH, SUN INN, HOOK NORTON THURS 1 SEPT 2011, PHOTO OP AT 4PM**

**Thursday 1<sup>st</sup> September 2011, Hook Norton, Oxfordshire:** The Heart Rhythm Charity, Arrhythmia Alliance, is pleased to announce the launch of a life-saving Automated External Defibrillator (AED) at the village of Hook Norton in Oxfordshire.

Arrhythmia Alliance is running a national campaign, Restart the Heart to help raise awareness of Sudden Cardiac Arrest (SCA) and to facilitate the placement of Automated External Defibrillators (AEDs) in communities.

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

The first of three defibrillators is situated at the Sun Inn in Hook Norton and is in memory of Derek Street who died from a heart attack in October 2010. The launch will be taking place at 4pm on Thursday 1<sup>st</sup> September 2011.

The Heart Rhythm Charity is supporting community groups to introduce AED's 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, "AED's 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 communities and organisations 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 Fiona at [fiona@heartrhythmcharity.org.uk](mailto:fiona@heartrhythmcharity.org.uk).

**President:** Prof A. John Camm, QHP, MD, FRCP, FACC. **Trustees:** Mr Mark Bullock, Dr Derek Connelly, MD, FRCP, Mr Nigel Farrell LLB(Hons), Dr Adam P Fitzpatrick, MD, FRCP, FACC, Mrs Trudie Lobban MBE.  
**Patrons:** W B Beaumont, OBE, Rt. Hon Tony Blair, Prof Silvia G Priori, Prof Hein JJ Wellens

Promoting better understanding, diagnosis, treatment and quality of life for individuals suffering with cardiac arrhythmia

## Ends

### Editor's notes.

1. A cardiac arrhythmia is the medical term for an irregular heart beat or abnormal heart rhythm
2. Arrhythmias may occur at any age. Some are barely perceptible, whereas others can be more dramatic and can even lead to sudden cardiac death (SCD)
3. SCA strikes without warning killing 100,000 people in the UK every year – that's 250 people a day
4. In the UK, less than 5% of victims survive out of hospital
5. SCA kills more people than lung cancer, breast cancer and AIDS combined
6. For further information on Restart The Heart go to <http://www.heartrhythmcharity.org.uk/projects-and-campaigns/restart-the-heart>
7. Arrhythmia Alliance has a number of patients across the country who are willing to be interviewed by the media about their arrhythmias. We also have a number of medical professionals and heart specialists who are willing to speak on our behalf
8. Our founder, Trudie Lobban MBE, our President Prof John Camm and other medical experts will be available for interviews
9. For more information, contact Fiona Ahearn at [fiona@heartrhythmcharity.org.uk](mailto:fiona@heartrhythmcharity.org.uk) or call 01789 451 826
10. The A-A website is at [www.heartrhythmcharity.org.uk](http://www.heartrhythmcharity.org.uk)

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## News Release

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➤ [www.heartrhythmcharity.org.uk](http://www.heartrhythmcharity.org.uk)

➤ [www.aa-international.org](http://www.aa-international.org)

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