**SAMPLE: News release**

Date:

For Release:

(School name)

(City and date) Starting (your school’s implementation date) the students, visitors and employees of (school name) will have a better chance of surviving a sudden cardiac arrest because of newly installed Automated External Defibrillators (AEDs).

The AEDs are part of our school’s new CPR and AED program that trains staff and students to recognize a cardiac emergency, perform CPR and use the device to administer a shock to the heart. “We want to be sure we can effectively respond to any medical emergency that occurs on our property”, says (school spokesperson).

Every year almost 350,000 people suffer cardiac arrest and only about 5 percent of them survive. Our program allows for response to any person who collapses, however we emphasize appropriate response to our youth, since cardiac arrest in this age group is so unexpected.

Sudden cardiac arrest is the abrupt, unexpected loss of heart function, usually resulting from an electrical problem within the heart. When this happens, the heart stops beating and blood stops flowing to the brain and other vital organs. When this occurs the victim collapses and loses consciousness. SCA most often results in death if not treated within minutes. Defibrillation, which delivers an electric shock to the heart, is the only known treatment to stop this chaotic electrical activity within the heart. Each minute defibrillation is delayed, the victim’s chances of survival decreases by 10%.

According to a school spokesperson, concern about being able to ensure quick defibrillation motivated (school name) to set up the AED program. “We have a large campus and sometimes EMS response times are delayed due to weather, traffic problems and location of the victim, so we worked with local EMS and the Project ADAM staff to set up our program…<<or insert other quote>>.”

AEDs are safe and easy to use, making it possible for non-medical personnel to be trained to provide rapid defibrillation for victims of all ages. The American Heart Association, Project ADAM and OSHA recommend that any facility, in which large groups of people congregate, should establish a CPR and AED program.

For more information regarding our program please contact (Insert name/number of School contact).   
  
For more information about Project ADAM CPR and AED programs in your school please contact the Sacramento chapter at:   
  
**Project ADAM Administrator**

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