

For Immediate Release:
February 1, 2013

For More Information:
Michele Snyder 800-717-5828

**Parent Heart Watch and HeartSine Technologies Launch the
2013 Heart Avengers AED Grant Program for Private Schools**

Twenty AEDs Will Be Awarded in April 2013

Chicago..... Every year in schools across the country, children and adults alike are struck by Sudden Cardiac Arrest (SCA). The difference between life and death often depends upon how prepared a school is to handle an SCA event. In an effort to save young lives from SCA on school property, Parent Heart Watch (PHW) and HeartSine Technologies today announced the creation of the *2013 Heart Avengers AED Grant Program*, which will be awarding twenty AEDs to deserving private schools.

According to Parent Heart Watch, the national voice solely dedicated to protecting youth from sudden cardiac arrest (SCA) and preventable sudden cardiac death (SCD), an Automated External Defibrillator (AED) is a crucial component in the cardiac chain of survival. "Once you recognize someone is in cardiac arrest, you should call 9-1-1, immediately start chest compressions, retrieve an AED and initiate the device. According to a recent study from the University of Washington, out-of-hospital SCA survival rates are between 5-and 10 percent. However, when CPR and an AED are used immediately, it jumps to 64 percent," said PHW Executive Director Michele Snyder.

The *2013 Heart Avengers AED Grant Program* affords private schools the opportunity to receive a HeartSine Samaritan PAD 300P Defibrillator, wall case, CPR and AED training and support in developing an Emergency Action Plan by getting school personnel and students involved in the process.

Marc Lawrence, Senior Vice President, HeartSine Technologies, Inc. notes "Sudden Cardiac Arrest can happen to anyone, anytime, anywhere. Our philosophy at HeartSine is to do everything possible to curb

706 Green Bay Road Suite 5 Glencoe, Illinois 60022
800.717.5828 www.ParentHeartWatch.org

Parent Heart Watch maintains a vendor neutral policy.

the loss of so many lives, especially those of children, which is why we have partnered with Parent Heart Watch to help increase awareness, and instill responsibility and the ability to act. When somebody experiences SCA, it's crucial to respond quickly. According to the American Heart Association (AHA), for every minute of delay, the chances of survival drop by 10 percent. Having an easy-to-use AED and people trained to use it on the premises increases the opportunity to save a life dramatically. From inventing the portable defibrillator in the mid '60s to today's lifesaving advances, HeartSine has continued to integrate the needs of rescuers and technology that supports the best possible outcomes for victims into the design of our products."

The deadline for submitting an application is March 15, 2013. For complete grant guidelines and access to the application, visit www.parentheartwatch.org/heartavengers.aspx.