



Citizen CPR Foundation and PulsePoint Competition to Award \$20,000 Grant for Local PulsePoint Respond Implementation

PulsePoint Respond has successfully multiplied rescuer response to cardiac arrest, located nearby AED's and amplified resources in a community to improve sudden cardiac arrest survival.

Media Contacts

Shannon Smith
shannon@pulsepoint.org
(773) 339-7513

Mary Pfaff
mpfaff@wellingtonexperience.com
(913) 402-1881 x151

OVERLAND PARK, KS (June 5, 2017)— It is with a shared vision, to save lives from sudden cardiac arrest by stimulating effective community, professional and citizen action, that the PulsePoint Foundation and the Citizen CPR Foundation join forces to bring a first-of-its-kind grant competition to the Emergency Cardiovascular Care Update (ECCU) Conference in New Orleans, December 5-8, 2017.

The grant includes a complete PulsePoint Respond implementation, including first year costs (valued at over \$20,000), to be awarded to a community that demonstrates commitment to improving care and outcomes consistent with the mission of the Citizen CPR Foundation. The award-winning PulsePoint mobile app, now in more than 2,200 communities nationwide, alerts CPR-trained citizens of cardiac events in their vicinity so they may administer aid, and informs responders and emergency dispatchers of nearby Automated External Defibrillators (AEDs).

"We support and admire the work of the Citizen CPR Foundation and their unwavering commitment to strengthen the critical early links in the Chain of Survival," said Richard Price, President of the California-based 501(c)(3) nonprofit PulsePoint Foundation. "Although our approaches are distinct, we share the strategy of improving cardiac arrest outcomes through strong community involvement."

Interested communities and representatives are encouraged to learn more and submit an entry at www.pulsepoint.org/eccu. Three finalist communities will be selected in advance of the ECCU Conference and invited to present their entries during the plenary session at ECCU 2017

entitled: *Innovation and Resuscitation - Leveraging Digital Strategies to Improve Survival Rates from SCA*. Judges will interact with the finalists on stage to review the merits of their entries and ultimately will present the award to the community that scores highest. This is an extraordinary opportunity for public safety agencies to acquire the latest technology to improve cardiac arrest outcomes with a minimal initial investment.

“We support leading practices and collaborations that improve outcomes for cardiac arrest victims,” said Dr. Vinay Nadkarni, President of the Citizen CPR Foundation. “PulsePoint is a modern and novel solution to increase bystander CPR and AED use. We are very excited to be in partnership with an organization so closely aligned with our values.”

About the PulsePoint Foundation

PulsePoint is a 501(c)(3) non-profit foundation based in the San Francisco Bay Area. Through the use of location-aware mobile devices, PulsePoint is building applications that work with local public safety agencies to improve communications with citizens, empowering them to help reduce the millions of annual deaths from sudden cardiac arrest. Learn more at pulsepoint.org or join the conversation at Facebook and Twitter. The free app is available for download on iTunes and Google Play.

About the Citizen CPR Foundation

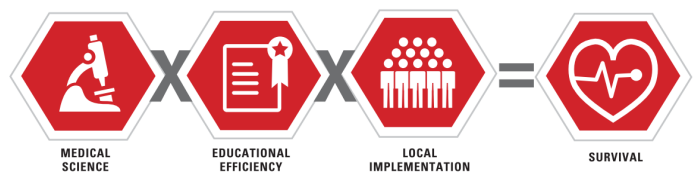
The Citizen CPR Foundation (CCPRF) is a non-profit organization whose mission is to save lives from sudden cardiac arrest by stimulating effective community, professional and citizen action. The core values for the Citizen CPR Foundation are that CPR saves lives; that Collaboration among citizens, professionals, communities, and organizations is key to survival from sudden cardiac arrest; and that action based on best practices in science, education, and implementation, improves outcomes. CCPRF serves as the home and planning host for the Emergency Cardiovascular Care Update (ECCU) conference held every 2 years. Learn more at citizencpr.org.

ECCU 2017

The Emergency Cardiovascular Update Conference (ECCU) is the only conference of its kind tailored to meet the educational needs of CPR

Instructors and training agencies,

paramedics, EMTs, nurses, physicians, researchers, managers, cardiac arrest survivors, and community champions. It provides a dynamic forum for exchange of information, ideas, innovations, developments, and trends aimed at advancing the implementation of citizen CPR and ECC training. ECCU 2017 is taking place in New Orleans, December 5-8, 2017. The conference is presented by the Citizen CPR Foundation with its founding partners the American Red Cross, the American Heart Association and the Heart & Stroke Foundation of Canada. Learn more at eccu2017.com.



###