**[INSERT AGENCY] Adopts PulsePoint AED to Build, Manage and Mobilize**

**Public Defibrillator Registry**

*Free app registers and identifies community AEDs for access during a cardiac emergency.*

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CITY, STATE (MONTH XX, 20XX)— Today, the [INSERT AGENCY] announced the adoption of PulsePoint AED in [INSERT COMMUNITY] to further their commitment to creating a healthy and civically engaged community.

[PulsePoint AED](https://www.pulsepoint.org/pulsepoint-aed) allows users to register publicly available automated external defibrillators (AEDs), which can be located on a map in the app for quick access during a cardiac emergency. Early application of bystander CPR and rapid defibrillation from an AED have proven to be crucial in improving a person’s chance of surviving sudden cardiac arrest.

Community members can download the free app to begin locating and reporting public AEDs or use the easy-to-remember web page, [aed.new](https://aedregistry.pulsepoint.org/index.php) to easily add AEDs to the National Emergency AED Registry (NEAR), which is vetted and maintained by local communities throughout North America. The registry can also be linked into the 9-1-1 dispatch center so call takers have access to AED locations during emergency call taking.

A study, published in the American Heart Association’s journal, [*Circulation*](https://www.ahajournals.org/doi/10.1161/CIR.0000000000000428), found that 66 percent of cardiac arrest victims who received a shock from an AED performed a bystander before emergency help arrived survived to hospital discharge. Conversely, without bystander use of a publicly available AED ⎯waiting instead for emergency responders to arrive⎯70 percent of cardiac arrest patients died or survived with impaired brain function.

“With PulsePoint AED, we hope to create greater awareness throughout our community around the important role AEDs play in out-of-hospital cardiac arrest survival,” said [XX]. “Throughout the year, the [INSERT AGENCY NAME] responds to nearly [XXX] cardiac arrest events, which would benefit from quick access to an AED. “Having an accurate AED registry within our community can greatly improve the odds that a nearby device will be accessible during a cardiac arrest event and can be used to help save a life.”

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**[INSERT COMMUNITY BOILERPLATE]**

**About the PulsePoint Foundation**

PulsePoint is a public 501(c)(3) non-profit foundation that builds applications for use by public safety agencies to increase community awareness during critical events. The PulsePoint Respond mobile app notifies trained individuals of the nearby need for CPR and the PulsePoint AED registry identifies AED (automated external defibrillator) locations for use by the public and 9-1-1 telecommunicators during emergency call taking. PulsePoint also provides specialized mobile apps for professional responders. Learn more at [pulsepoint.org](http://pulsepoint.org). The free app is available for download on the [App Store](https://itunes.apple.com/us/app/pulsepoint/id500772134?mt=8) and [Google Play](https://play.google.com/store/apps/details?id=mobi.firedepartment).

**About Sudden Cardiac Arrest**  
Although a heart attack can lead to sudden cardiac arrest (SCA), the two are not the same. SCA is when the heart malfunctions and suddenly stops beating unexpectedly, whereas a heart attack is when blood flow to the heart is blocked, but the heart continues to beat. Each year, more than 326,000 out-of-hospital cardiac arrests occur, making it the leading cause of death in the United States. Survival rates nationally for SCA are less than eight percent, but delivery of CPR can sustain life until paramedics arrive by maintaining vital blood flow to the heart and brain. However, only about a third of SCA victims receive bystander CPR. Without CPR, brain damage or death can occur in minutes. The average EMS response time is nine minutes, even in urban settings; after 10 minutes there is little chance of successful resuscitation. The American Heart Association estimates that effective bystander CPR, provided immediately after SCA, can double or triple a person’s chance of survival.

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