**help US build our community aed registry and you could win $500!**

***The AED Contest, sponsored by the PulsePoint Foundation, encourages communities to identify and register AEDs so their location is known during a nearby cardiac emergency.***

CITY, STATE (October 1, 2024)—This October, duringSudden Cardiac Arrest Awareness month, thenon-profit PulsePoint Foundation, with a generous donation from ZOLL®, an Asahi Kasei company that manufactures medical devices and related software solutions, is rewarding communities for locating and registering AEDs (automated external defibrillators).

Each AED registered from October 1 through 31 will gain you an entry to win one of ten, $500 Amazon gift cards. Collectively, if [INSERT COMMUNITY] is the community that registers the most AEDs in October, we will be awarded five [ZOLL AED 3](https://www.zoll.com/products/aeds/aeds-for-public-access/zoll-aed-3-for-public-access)® defibrillators ~~devices~~ to provide to public safety staff or place in underserved parts of the community.

AEDs must be registered through the free [PulsePoint AED app](https://onelink.to/pulsepoint-aed) or online at [AED.new](https://aedregistry.pulsepoint.org/index.php). After verification by [XX public safety agency], those AEDs will be added to the Emergency AED Registry, hosted by PulsePoint, to be shared with lay responders and 911 call takers during a cardiac emergency. The globally accessible Emergency AED Registry currently includes more than 170,000 vetted AEDs of any manufacturer and model.

Visit [www.pulsepoint.org/aedcontest](http://www.pulsepoint.org/aedcontest) to download helpful resources and review the complete list of contest rules.

**Why Cataloging AED Locations is Crucial**

More than 350,000 out-of-hospital cardiac arrests (OHCA) occur annually in the U.S. making it a leading cause of death. Survival rates nationally for sudden cardiac arrest are less than 10 percent. However, cardiac arrest victims who receive a shock from a publicly-available AED (automated external defibrillator) administered by a bystander prior to EMS arrival have 2-3 times better odds of survival to hospital discharge and more favorable outcomes. Without bystander AED use, 70 percent of cardiac arrest patients either die or survive with impaired brain function. Despite the life-saving potential of AEDs, they are of no value if they cannot be located and placed into service during a cardiac emergency.

**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](https://www.pulsepoint.org/).

INSERT YOUR BOILERPLATE

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