

## **New Page, Roxbury ATV Club and Med-Care Ambulance TEAM UP TO provide AED for Town of Roxbury**

Roxbury, Maine, November 19<sup>th</sup>, 2009 - The Western Maine affiliate of the Sudden Cardiac Arrest Association (SCAA), Med-Care Ambulance, with primary support of New Page Corporation will be deploying an AED to the Roxbury ATV Club. ATV riding in Roxbury has become the place to be! Come visit the scenic outdoors and feel Heart Safe doing so!

Sudden cardiac arrest (SCA) is the nation's leading cause of death, resulting in more than 300,000 fatalities each year - exceeding the death rate of lung cancer, breast cancer and HIV/AIDS *combined*. Only about five percent of SCA victims survive. SCA is caused by an electrical malfunction of the heart, which results in rapid and erratic heart rhythm and then the heart's failure to beat. Through immediate cardiopulmonary resuscitation (CPR) and the shock of an automated external defibrillator (AED) the heart's natural rhythm can be restored and the victim revived. However, an AED shock is most successful if delivered within the first 7 minutes of the cardiac arrest event. After a more extended period, the heart may not respond to the AED shock, or if it does, the victim could experience brain damage and other complications due to the lack of blood and oxygen flow.

**In honor of National Sudden Cardiac Arrest Awareness Month which is in October, Med-Care Ambulance, a leader in their Western Maine Affiliate is proud to offer Roxbury ATV Club and the community a "free" CPR & Automated External Defibrillator Awareness Class on November 19<sup>th</sup>, 2009. Roxbury Town Office; 6:00-8:00 pm. All are encouraged to attend. To register call 364-8748 and ask for Laurieann**

**"I am very pleased that we have received this AED grant from New Page". "Being able to say we are being proactive versus reactive in regards to safety within the community is essential", said Roxbury ATV Club President Mike Worthley. We pride ourselves on all of the precautionary measures we have taken over the years to make ATV riding in Roxbury a safe one.**

On this day the Roxbury ATV Club will take one step closer to making a difference in their clubs, children's, and overall community healthy well being. The presentation will take place on November 16<sup>th</sup>, 2009. Join us in congratulating the Roxbury ATV

Club in taking this proactive measure in fighting this nation's leading cause of death.

For more information on CPR AED and First Aid Training please contact Laurieann Milligan at [aurieann.milligan@med-careambulance.com](mailto:aurieann.milligan@med-careambulance.com).

**About the Sudden Cardiac Arrest Association**

The Sudden Cardiac Arrest Association (SCAA) is an organization singularly focused on sudden cardiac arrest. SCAA identifies and unites survivors, those at risk of sudden cardiac arrest, as well as others who are interested in being advocates on SCAA issues in their communities and beyond. Our membership is dedicated to promoting solutions to prevent sudden cardiac death, including increased awareness, immediate bystander action, public access to defibrillation (PAD), and access to therapies (principally ICDS--implantable cardiac defibrillators). To learn more, go to [www.suddencardiacarrest.org](http://www.suddencardiacarrest.org) or call (866) 972-SCAA (7222).