

HeartSmart Press Release

Contact: Jo Jones
443.306.6277
jojones7@aol.com

Assignment editors: Please mark this event on your calendars. Please phone if you would like me to arrange help with feature information or survivor interviews.

August 9, 2006

HELP MAKE ANNE ARUNDEL COUNTY A HEARTSMART COMMUNITY

"Early defibrillation is often called the critical link in the chain of survival" —*American Heart Association*
"Increased access to early defibrillation saves lives" —*Medtronic*

Join HeartSmart, the Cliff R. Roop Cardiac Support and Education Foundation, and Comcast Cable in a 5K Run-Walk on Sunday, Oct. 8 at Kinder Park in Millersville to benefit the Foundation. The \$20 pre-registration fee includes a shirt, refreshments, and awards by age groups. On the day of the race, registration will begin at 8:30 a.m. The race fee will then be \$25. Warm-up exercises will be held prior to the race start at 10 a.m.

Call 410.266.7675 or 410.544.0277 or e-mail HeartSmartFoundation@comcast.net to request a registration form via e-mail.

HeartSmart, the Cliff R. Roop Foundation, is a non-profit organization committed to increasing the chances of surviving sudden cardiac arrest in Anne Arundel County. Through fundraising and awareness education, the foundation supports the strategic placement of automated external defibrillators (AEDs) and corresponding training opportunities. The foundation was created in 2000 as a project of Leadership Anne Arundel honoring the late County Councilman Cliff R. Roop. The Foundation's charter is to place AEDs in public facilities in Anne Arundel County.

HeartSmart presented their first AED to County Executive Janet Owens on June 5, 2000. Since then, the Foundation has placed more than 35 AEDs to public places in Anne Arundel County.

According to the American Heart Association, early defibrillation means having immediate access to a properly working AED. This allows trained lay rescuers to give a potentially lifesaving electrical shock to the victim's heart during cardiac arrest. When cardiac arrest occurs, the heart starts to beat chaotically (fibrillation) and can't pump blood efficiently. Time is critical. If a normal heart rhythm isn't restored in minutes, the person will die. In fact, for every minute without defibrillation, the odds of survival drop 7-10 percent. A sudden cardiac arrest victim who isn't defibrillated within 8-10 minutes has virtually no chance of survival.

Sudden cardiac death from coronary heart disease occurs over 900 times per day in the United States. Heart rhythm disorders can affect anyone, regardless age, gender or physical fitness.

-HeartSmart-