

Media Release



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Project HeartStart Australia works with BridgeClimb Sydney

Working in conjunction with St John Ambulance Australia (NSW), BridgeClimb Sydney has installed three automated external defibrillators (AEDs) to support **Project HeartStart Australia**.

Project HeartStart Australia, aims to increase public access to defibrillation in the event of Sudden Cardiac Arrest (SCA). The most successful treatment for SCA is defibrillation within a few minutes of the event.

Todd Coates, the Managing Director of BridgeClimb Sydney, said that "BridgeClimb is proud to be supporting this campaign. We believe that AEDs should be readily available in as many public places as possible."

The goal of **Project HeartStart Australia**, which was launched in 2004, is to have defibrillators available at more public events – particularly in regional areas where ambulances may not be as readily available. St John (NSW) is working with NRMA Insurance to place approximately 50 AEDs in the community, a total of 116 since the programs inception.

According to St John (NSW), Chief Executive Officer, Sean Gavin, defibrillation is the best chance people have of surviving a sudden cardiac arrest.

"Many of our first aid volunteers have access to defibrillators at major events and as a result have had many successes in resuscitating a SCA casualty who would have otherwise become another statistic," said Mr Gavin.

"Lives have certainly been saved because of the availability of AEDs, and with the generous sponsorship of NRMA Insurance, we are able to continue the wide-spread introduction of AEDs into the community through **Project HeartStart Australia**."

ENDS

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