



MEDIA RELEASE

8th July 2009

Community Group raises funds to install seven life-saving defibrillators

A committee of women know as the Blacktie & Barefoot Ball Group have been fundraising to make Port Macquarie, Hastings and Camden Haven a safer place for local residents.

The group has raised over \$27,500 from the Blacktie and Barefoot Ball on 14th February to purchase seven Automated External Defibrillators (AED) for use in the Port Macquarie, Hastings and Camden Haven area if someone suffers from a sudden cardiac arrest.

Working in conjunction with St John Ambulance Australia the Blacktie & Barefoot Ball Group plan to install the devices in:

- Port Macquarie Airport
- Timbertown Heritage Theme Park
- Wauchope Senior Centre
- Camden Haven Sea Rescue
- Port Macquarie Council Chambers
- Laurieton School of Arts
- Port Macquarie Senior Citizens Centre

St John Ambulance will also provide training for the seven venues free of charge.

These seven units will contribute to vital public access to defibrillators in the event of someone having a sudden cardiac arrest (SCA). Sudden cardiac arrest is Australia's biggest killer, taking the lives of nearly 20,000 people every year. The most successful treatment is defibrillation within a few minutes of the event.

Anne Powell, organizer of the annual Blacktie and Barefoot Ball, recognises the need for these vital defibrillators.

"As the annual ball fell on Valentines Day this year, we thought it was fitting to fundraise for defibrillators to help the local community.

"We are so pleased that this year we have raised enough money to install seven defibrillators across Port Macquarie, Hastings/Camden Haven. These defibrillators will provide a safer environment for locals" Ms Powell said.

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

"The current survival rate from sudden cardiac arrest outside a hospital remains low. Unfortunately, CPR alone is often just not enough. If someone receives defibrillation within the first three minutes of having a sudden cardiac arrest, their chance of survival improves dramatically. It really does make a significant difference," said Mr Gavin.

"Defibrillators are the safest and most effective way for people to save lives from sudden cardiac arrest. They are a critical step in the 'chain of survival'."

ENDS

Notes to editor

- Handover of the equipment will take place at 10.30am, Friday 17th July at Port Macquarie Airport.
- If you wish to send a photographer to the installations and training session, please contact Raelene Tate, Northern Regional Manager on 4952 8188 or 0410 221 896.

For further information please contact:

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