

## **FOR IMMEDIATE RELEASE**

### **SUDDEN CARDIAC ARREST FOUNDATION LAUNCHES FIRST VIRTUAL AFFILIATE**

**Phoenix, Arizona – January 8, 2010** – The Sudden Cardiac Arrest Foundation announced today the first virtual affiliate of its National Survivor Network™ at the National Association of EMS Physicians annual conference. The affiliate will help to localize global awareness efforts and mobilize advocates to extend the Foundation's mission.

"Having a Sudden Cardiac Arrest Foundation affiliate in Arizona will be a tremendous addition to the Save Hearts in Arizona Registry & Education (SHARE) Program," said Bentley J. Bobrow, Medical Director, Arizona Department of Health Services, Bureau of EMS and Trauma System. "It will offer substantial resources and important information to our cardiac arrest survivors."

The new affiliate also serves as an extension to the Foundation's signature program, The National Survivor Network™, the nation's first online community of sudden cardiac arrest survivors. The Network gives survivors and their families an opportunity to:

- Find others who have experienced this life-changing event
- Share experiences and help one another in the healing process
- Participate in research and awareness initiatives designed to help save more lives.

The Sudden Cardiac Arrest Foundation welcomes survivors to join the National Survivor Network™ to connect with other survivors and their families, participate in discussion forums, write blog posts or a personal reflection, and help in the fight to raise awareness and ultimately save more lives. Registration is free at [www.sca-aware.org](http://www.sca-aware.org).

The Foundation also invites other EMS Medical Directors to consider creating similar affiliates in their regions.

#### **About Sudden Cardiac Arrest**

Sudden cardiac arrest (SCA) is the sudden, unexpected loss of heart function, breathing and consciousness. It kills approximately 300,000 people each year in the U.S. alone, more than from colorectal cancer, breast cancer, prostate cancer, auto accidents, AIDS, firearms, and house fires *combined*.

#### **About the Sudden Cardiac Arrest Foundation**

The Sudden Cardiac Arrest Foundation is a national non-profit 501(c)3 organization based in Pittsburgh, Pennsylvania. Its mission is to serve as an information clearinghouse and social marketing force dedicated to raising public awareness of sudden cardiac arrest (SCA), and stimulating attitudinal and behavioral changes that will help save more lives. Initiatives include an online registry for SCA survivors, an online community for people affected by SCA, an awareness campaign for schools, and the "People Saving People" awards. The SCA Foundation maintains a national database of survivors and experts available to speak with the media. For more information, visit <http://www.sca-aware.org>, join the You Can Save a Life group on

LinkedIn, follow us on Twitter at <http://twitter.com/youcansavealife> and become a fan on Facebook at <http://facebook.com/youcansavealife>.

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