



Public Affairs & Education  
102 Remington St  
Fort Collins, CO 80524  
Phone: 970 416-2867  
Pager 970 494-8220  
Fax: 970 416-2809

## PRESS RELEASE

### FOR IMMEDIATE RELEASE

Date: 01-20-15  
Time: 1630 hours

**CONTACT:** Kim Ewy, Pulse Point coordinator, 970-219-9677

**TITLE:** *PULSE POINT-LIFESAVING APP IS LIVE!*

Fort Collins, CO – Survival rates drop by ten percent for every minute a victim of sudden cardiac arrest (SCA) waits for CPR. From 4-6 minutes, brain damage occurs, with few resuscitation attempts succeeding after 10 minutes. Now, technology can help citizens trained in CPR and automatic external defibrillator (AED) use become heroes through Pulse Point ([www.pulsepoint.org](http://www.pulsepoint.org)), an innovative, free smart phone App. Citizen responders are notified when there is a 911 call on a SCA and directed to the location. The nearest publicly accessible AED is also shown.

Free educational opportunities will be available by citizen CPR trainers scheduling sessions at local businesses to educate staff and employees. The efficacy of the App is determined by community involvement- get trained in CPR and sign up to receive the Pulse Point alerts. Additional certification CPR training is available through the American Heart Association and American Red Cross.

Please download the App through Google play or Apple App store. Additionally, there is a Pulse Point AED App, which allows the public to register locations of publically accessible AEDs.

**\*Media Representatives: If you would like to have a live demonstration please contact Patrick Love at [plove@poudre-fire.org](mailto:plove@poudre-fire.org).**

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