



SCAA launches compelling new industry partner program to combat the growing national cardiac arrest crisis

We're No. 1 – and we're not very proud of it!

More than 300,000 Americans continue to die each year from sudden cardiac arrest. That's more than die from breast cancer, prostate cancer, HIV/AIDS and house fires **combined!** That makes sudden cardiac arrest the number one killer in the nation, and that's a crying shame.

The Sudden Cardiac Arrest Association is the nation's only national organization dedicated solely to sudden cardiac arrest prevention and treatment. Membership in the association is free, so contributions from companies who want to support SCAA's efforts are absolutely vital to the organization and its mission.

The SCAA has just launched the most ambitious Industry Partner Program it has ever devised, and companies large and small across the country are encouraged to join in the epic battle to save lives so needlessly lost.

Several levels of commitment make it easy for any company to become engaged – from the Survivors' Industry Partnership at \$20,000 to the Presidential Industry Partnership at \$50,000. A wide array of benefits is associated with each level of support, from SCAA website and publications recognition to sponsorships of SCAA programs and the opportunity to place articles in the SCAA *Keep It Beating* newsletter, with a circulation of 50,000!

Bill Carney, Executive Director of the SCAA, calls the Program the most diverse support program ever developed by the association.

“We need support from every possible source,” says Carney. “We're looking beyond the obvious support points such as defibrillator manufacturers and heart treatment centers. We want life insurance companies, health care providers, professional sports organizations and every business small or large to understand that they have a very real stake in what we're doing. Too many Americans – male and female, young and old – are dying every few minutes because we're not prepared to take the simple, basic steps it requires to save them. The SCAA promotes the placement of automated electronic defibrillators in every public and private venue, and we are

helping train hundreds of thousands in basic CPR and AED use. We need industry partners to help us with this national crisis, and we won't turn away any level of support.”

A detailed brochure, complete with an Industry Partner Program Application, has been sent to hundreds of companies, and follow-up telephone calls have begun. Anyone interested in the program is encouraged to call Bill Carney on his direct telephone line at 703-234-4128.

It's time to end this national tragedy. Please lend your support today.