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Contact:

Norma Gentry
ProVentures, Inc,
520-318-9445
Cell 520-237-4670

EVERYONE CAN BE A LIFESAVER!

Gootter Foundation teams up with Tucson Fire Department on new Lifesaving App

Tucson, Ariz---The Steven M. Gootter Foundation is pleased to announce their support of PulsePoint, a new life saving cell phone application. As part of the foundations ongoing mission to prevent loss of life from Sudden Cardiac Arrest, they recently partnered with the Tucson Fire Department to bring this vital service to the Tucson community. "This is a great example of a private organization partnering with the public sector to make our community a safer place. We are extremely grateful to the Tucson Fire Department and other public agencies for implementing this life saving app", said Andrew Messing, President of the Gootter Foundation.

In use in many cities across the United States, the PulsePoint app has already saved lives. The way it works is that when someone is having a sudden cardiac arrest, PulsePoint will send out an alert to anyone in the vicinity who is CPR trained and registered on the app (as well as local fire department and emergency services personnel) to rush and give emergency assistance until other help can arrive.

With Sudden Cardiac Death being the leading cause of death in the US, killing 1000 people a day, the delivery of CPR is life saving and can sustain life by maintaining blood flow to the heart and brain until paramedics arrive. The American Heart Association estimates that effective bystander CPR, provided immediately after SCA, can double or triple a person's chance of survival.

A press conference to announce the official launch of the PulsePoint app in Tucson will take place on Wednesday, April 20th at 11am at Tucson Fire Central located at 300 S. Fire Central Place. Mayors from Tucson, Marana, South Tucson and Oro Valley will all be in attendance and will receive hands-on CPR training at the event. Members of the Gootter Foundation and representatives from multiple fire departments and districts will also participate in the press conference. Speakers will include Dr. Karl Kern from the UA Sarver Heart Center, Michael Chaison, a sudden cardiac arrest event survivor, and Andrew Messing from the Gootter Foundation.

Steven M. Gootter Foundation

The Steven M. Gootter Foundation was formed by the friends and family of Steve Gootter, a vibrant, athletic 42-year-old father of two who lost his life to sudden cardiac death on Feb. 10, 2005. Its mission is to defeat sudden cardiac death (SCD), the leading cause of death in the United States. Last year, the Foundation surpassed a major fundraising goal when it reached the \$3.5 million mark in its ongoing efforts to fund research and provide life-saving automated external defibrillators (AEDs) to first responders and area schools in Southern Arizona. To date, over 180 AEDs have been placed in Tucson and surrounding areas.

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