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**PRESS RELEASE** - October 5, 2018

## **Heartbeat NOLA launches Public Access Defibrillation (PAD) program to benefit music and hospitality communities.**

**In honor of Sudden Cardiac Arrest (SCA) Awareness Month, Snug Harbor Jazz Bistro will be the first recipient of an Automated External Defibrillator (AED) and CPR training from Heartbeat NOLA.**

Heartbeat NOLA, a new 501(c)(3) non-profit organization started by Cardiac Arrest Survivor and local musician Maurice Trosclair, is a citizen CPR & AED awareness and education program. Trosclair's survival is due to the efforts of citizen bystanders who stepped in to provide CPR and the necessary shock from an AED present in his office building. Heartbeat NOLA also raises funds for its Public Access Defibrillator (PAD) program. With over 460,000 deaths annually, Cardiac Arrest is the leading cause of death in the US. Heartbeat NOLA's goal is to make survival from SCA the norm rather than the exception.

On October 24, 2018 in honor of Sudden Cardiac Arrest (SCA) Awareness Month, **Heartbeat NOLA** in conjunction with **Snug Harbor Jazz Bistro**, will place its first of many **Public Accessible Defibrillators** in the New Orleans area. The evening will include two shows (8&10 pm) where SCA survivor Trosclair will perform his regular Wednesday night gig with Delfeayo Marsalis and The Uptown Jazz Orchestra. Employees, patrons and musical artists of Snug Harbor Jazz Bistro, as well as other employees and visitors on bustling Frenchmen Street, will have a better chance at surviving a cardiac arrest because of a newly installed automated external defibrillator (AED). This AED, donated by Scott Stewart of Capital Senior Housing from Washington, DC, is part of Heartbeat NOLA's new Public Access Defibrillation Program, which trains company volunteers to recognize a cardiac emergency and to use the device to shock the heart into a regular rhythm. With only 2-3 minutes to act in a cardiac emergency, it is imperative to have community first responders providing CPR and a shock from an AED prior to the arrival of EMS. "We care about this community, and we want to be sure we can effectively respond to any medical emergency that happens on our property or anywhere nearby on Frenchmen St.," says Wesley Schmidt, owner of Snug Harbor Jazz Bistro.

With a generous donation from Snug Harbor to Heartbeat NOLA, they are leading the charge on Frenchmen St. and paying forward their desire to build a heart safe community by helping another venue to receive an AED and training.

With the majority of Sudden Cardiac Arrests (SCA) occurring in public and work places, "Every business should have quick access to an AED and staff trained in CPR, especially if there is a lot of foot traffic or a large number of patrons, such as sports, concert and event venues, restaurants, hotels and music clubs," says Nancy Trosclair, VP and CPR/AED Trainer for Heartbeat NOLA.

AEDs now on the market are not only affordable, but safe and easy to use, making it possible for anyone to be quickly trained to provide rapid defibrillation. Since all 50 states have established "Good Samaritan Laws" by passing legislation limiting liability for non-medical AED users, more businesses should establish their own defibrillation program by providing PADs in their workplace. Heartbeat NOLA provides assistance and training to companies, especially in the hospitality industry, to establish their own AED program. For assistance in developing a PAD program in your business, contact Heartbeat NOLA at [www.heartbeatnola.org](http://www.heartbeatnola.org) or call 504-628-1074.

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CPR and AEDs Save Lives!