



KE the
ep
beat
!

Making more aware.
Keeping more alive.SM



KEEP the beat

Keep the Beat is an exciting new cause campaign and national education program working to save more lives from sudden cardiac arrest (SCA).

Keep the Beat strives to expand public awareness of SCA, broaden education efforts, and make lifesaving treatment readily accessible in communities all across the country. This includes fundraising efforts to place automated external defibrillators (AEDs) in schools nationwide.

Keep the Beat will be supported by Grammy Award-winning singer/songwriter James Taylor during his nationwide 2005 summer tour. With 33 tour events in 29 cities, *Keep the Beat* will reach out to communities to strive toward the goal that wherever and whenever SCA strikes, a defibrillator is readily available.



Making more aware.
Keeping more alive.

Increasing knowledge of sudden cardiac arrest.
Saving lives with early defibrillation.



Defibrillation is Key to Survival

You may think calling 9-1-1 and providing CPR until help arrives is all you can do in the face of sudden cardiac arrest. These actions are important, but they are not enough. Defibrillation (a shock to the heart with a device known as a defibrillator) is the single most effective treatment for sudden cardiac arrest.

And the sooner the better. About 95% of SCA victims die because CPR and early defibrillation aren't provided soon enough. The American Heart Association recommends defibrillation within five minutes of sudden cardiac arrest. Although not everyone can be saved from sudden cardiac arrest, studies show that early defibrillation can dramatically improve survival rates. Survival rates as high as 74% are possible when defibrillation is given within three minutes of arrest. Most ambulances cannot respond this quickly to a medical emergency.


What is sudden cardiac arrest?

Sudden cardiac arrest (SCA) is a leading cause of death in the United States, claiming more lives than stroke, breast cancer, and AIDS combined. More than 1,000 men, women, and children die of SCA every single day.

Unlike a heart attack, which often has symptoms, SCA strikes suddenly and without warning. A lifethreatening rhythm disturbance in the heart makes the victim lose a pulse and consciousness. The heart "quivers" instead of pumping blood to the body and brain.

Automated external defibrillators (AEDs) bring hope to the hundreds of thousands of people who suffer sudden cardiac arrest each year.

Many people who experience SCA have no previous symptoms or history of heart disease—it just happens, regardless of age, health, or fitness level. SCA strikes at home, in health clubs, at school, at work—everywhere people go about their everyday lives.



AEDs: A Simple Solution for a Serious Problem

AEDs save lives. An electronic device about the size of a laptop computer, an automated external defibrillator is easy to carry and very easy to use. It tells the rescuer exactly what to do, step by step, to deliver a potentially lifesaving shock to the heart before the ambulance arrives.

The AED has an internal computer that analyzes the heart's rhythm, and is designed to advise or automatically provide a shock only if the heart needs it. Anyone can learn to use an AED by taking a three to four-hour course in CPR and AED training.

AEDs can mean the difference between life and death for people of all ages in your community. Unite with others in your community to make sure AEDs are on hand in case of an SCA emergency. Keep safe, keep strong, *Keep the Beat!*

Supporter of *Keep the Beat*

Medtronic

As the world leader in medical technology, Medtronic provides lifelong solutions for people with chronic disease. Each year, 2.5 million patients benefit from Medtronic products and therapy, used to treat conditions such as heart disease, neurological disorders, and vascular illnesses.

Medtronic has more than 500,000 external defibrillators in operation worldwide.

Medtronic supports the *Keep the Beat* campaign to increase SCA awareness, make AED treatment accessible, and help more people survive.

As the campaign continues to grow, other corporate and medical partners will continue to join the cause as we work together to *Keep the Beat*.

How You Can Help

You can help make a difference in your own community:

Donate online at www.keepthebeat.org.

Contributions are tax-deductible and go to help place lifesaving AEDs in schools across the country through partner organizations like Neighborhood Heart Watch.

Learn CPR and AED training. Educate yourself and save a life. Anyone can learn to use an AED by taking a three to four-hour course in CPR and AED training. AEDs are so simple to use that grade school children have demonstrated the skills to use them quickly and correctly.

Share and wear *Keep the Beat* merchandise and educational materials. Make a statement, spread the word, and support the cause.

Apply for a grant for funds to place AEDs in your school. Make your own community Heart Safe.

Participate in an event. Stop by our festival booth at James Taylor concerts throughout summer 2005. Visit www.keepthebeat.org for details.

Become an advocate. AEDs are helping more people save more lives in their communities every day. Request our free fundraising packet and become a Heart Safe Champion in your own community—today.

Keep the Beat

www.keepthebeat.org

1.888.351.LIFE, option 5



Medtronic

Keep the Beat Campaign

11811 Willows Road NE

P. O. Box 97006

Redmond, WA 98073

1.888.351.LIFE, option 5

www.keepthebeat.org