



News Release

FOR IMMEDIATE RELEASE

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Tri-State Ambulance develops the nation's first AED Loaner Program

When it comes to cardiac arrest, the difference between life and death can be a matter of seconds. Tri-State Ambulance, a La Crosse, Wisc. based emergency organization, developed an AED loaner program to help save lives in their community.

Tri-State Ambulance along with the Seven Rivers Chapter of the Sudden Cardiac Arrest Association received financial support from Gundersen Lutheran Medical Foundation and Franciscan Skemp Foundation to launch a ground-breaking public service program that gives the general public the opportunity to "check-out" an automated external defibrillator (AED) at no cost for personal, business and community events.

Ongoing research gathered on cardiac arrests continues to show that for the best chance of survival, a trained responder with an AED should be at the side of a victim within 5 minutes of the 911 call. This program assists in creating safer events in and around the Tri-State area by allowing the general public access to what was, just a few years ago, only available to trained medical professionals.

Tri-State Ambulance is invested in the wellbeing of its people and strives to stay one step ahead of the needs of the community. At press time, this is the only known program of its kind in the nation. The first event to take advantage of the program is the State Bank Chili Cook-off on Saturday, October 10. Although this launch event is expected to have 1,000 people in attendance, the program is available to events of all sizes.

To be eligible for a loaner AED, the borrower must view a short tutorial video on how to

safely operate the equipment. A Tri-State Ambulance paramedic will be available for the duration to answer any questions. For more information visit tristateambulance.org or contact Rich Schuh or Tom Tornstrom, Director of Operations at Tri-State Ambulance at (608) 784-8827.

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