



Contact:

Stacy Amstadt, Communications Director
American Heart Association
414-943-9464, stacy.amstadt@heart.org

FOR IMMEDIATE RELEASE

Wisconsin State Fair-goers can learn to save a life

On-site, hands-only CPR trainings will be available to visitors

MILWAUKEE, Wis.-- The West Allis Fire Department, Anthem BCBS Foundation and the American Heart Association, will be offering free, hands-only CPR trainings at the Wisconsin State Fair, starting Thursday, August 3.

Every year, more than 350,000 cardiac arrests happen outside of a hospital in the U.S. If CPR is started right away, it can double or even triple the victim's chance of survival. But, in Milwaukee County, bystander CPR rates hover around 20%, which means that a patient who is in cardiac arrest, currently has only about a 1 in 5 chance of having someone step in to offer CPR.

Early CPR and early defibrillation are necessary to save a victim's life, and the reason why taking the time to learn how to perform CPR, a simple life skill, is vital; those who are trained could help save a life!

State Fair-goers will learn how to perform effective compressions, using manikins and can also test an Automated External Defibrillator (AED). They can also learn about the PulsePoint app, which alerts users when CPR is needed nearby.

The trainings will take place at the West Allis Fire Department's State Fair Station, sponsored by the Anthem BCBS Foundation, and located on South Grandstand Avenue, just inside Gate 2. These trainings will take place every day of the Fair, August 3 through August 13 from 1:00-3:00 p.m.

In 2016, nearly 1,500 people were trained over the course of the State Fair, and this year, volunteers are aiming to exceed that number and train over 2,000. Each person trained will walk away with their very own CPR training kit, donated by the Anthem BCBS Foundation. This will allow those who have been trained, to continue practicing CPR, as well as train their family and friends, long after the Fair is over.

PHOTO/INTERVIEW OPPS: You will have the opportunity to talk with event volunteers and sudden cardiac arrest survivors about the importance of learning hands-only CPR, as well as grabbing b-roll of fairgoers learning CPR. We can also work with your station to give your anchors/reporters a personal, on-air CPR training.

