



NEWS

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Montgomery County Department of Public Safety Partners with Simon's Fund to Launch "The Easiest Scholarship Ever" Contest

Norristown, PA (Nov. 2, 2017) – Sudden cardiac arrest is the number one cause of death in student athletes. For every minute that passes without CPR and defibrillation, the chances of survival decrease by 10 percent.

In order to help streamline the response in these emergency scenarios, GotAED, an initiative of Simons Fund, is partnering with the Montgomery County Department of Public Safety to sponsor "The Easiest Scholarship Ever" contest for high school juniors and seniors in Montgomery County.

The goal of the contest is to get as many automatic external defibrillators (AEDs) in the county registered as possible using the PulsePoint AED smart phone app.

The contest begins November 1, 2017. Every month, one high school junior or senior will be awarded a \$250 scholarship for uploading the location of the most AED devices in Montgomery County using the PulsePoint registry.

"AED devices are the only tool that can save someone in cardiac arrest," said Darren Sudman, CEO and CoFounder of Simon's Fund. "Our crowdfunding site, GotAED, is trying to get them into places where kids learn and play, so it was a no-brainer to support this partnership between the county and PulsePoint."

Montgomery County launched the PulsePoint apps in May to improve the survival rate for cardiac arrest victims in the county. Montgomery County is the first county in southeastern Pennsylvania and the second in the state to launch these apps. One app helps direct individuals trained in CPR to victims in sudden cardiac arrest, while the AED registry helps citizens locate AEDs in public places and add them to the app for easy locating in emergencies.

"Sudden cardiac arrest takes the lives of students every year. As a physician, I know the difference that easy access to an AED can have in saving those lives," said Dr. Val Arkoosh, Chair, Montgomery County Commissioners.

“Giving students the opportunity to earn an award toward their education while making it easier for any Pulse Point user to find these life-saving devices is a win-win.”

Juniors and seniors at any public or private high school in Montgomery County can participate by registering for the contest at GotAED.org. They will then need to download the free PulsePoint AED app (the yellow one) from the iTunes Store and Google Play or by following this link: <http://www.pulsepoint.org/download/>

When the student locates an AED in a public location, they just open the app, enter a brief description of the AED’s location, snap a picture of it and drop a pin on the map. It’s that easy. Participants are awarded one point for submitting an AED that is already in the database and two points for submitting a new AED.

The Pulsepoint AED and PulsePoint Respond smartphone apps are connected to the Montgomery County Department of Public Safety 911 call center and will alert CPR-trained people who have the app when an ambulance is dispatched in response to a Sudden Cardiac Arrest (SCA) in a public area within a quarter-mile of their location. PulsePoint Respond will also show the location of the nearest Automatic External Defibrillator (AED) if it has been registered with PulsePoint AED.

Early application of bystander CPR and defibrillation from an AED dramatically improves a person’s chance of surviving a Sudden cardiac arrest. According to the American Heart Association, CPR, especially if performed within the first few minutes can double or triple a person’s chance of survival.

ABOUT SIMON’S FUND:

Darren and Phyllis Sudman founded Simon’s Fund in 2005 in memory of their three-month old son, Simon. He died suddenly while taking a nap from an undetected heart condition. Simon’s Fund raises awareness about the warning signs and conditions that lead to sudden cardiac arrest and death in children. It has provided free heart screenings to 15,564 students. Of those tested, approximately 1 out of every 100 students has discovered potentially fatal heart conditions.

It was behind the passage of the Sudden Cardiac Arrest Prevention Act in Pennsylvania, the first law in the country to protect student athletes from sudden cardiac arrest. With the help of Simon’s Fund, this law has been passed in ten other states as well. The organization recently owns HeartBytes, the first-of-its-kind digital cardiac registry of seemingly healthy kids. The data and images are made available for free to qualified researchers.

Simon’s Fund recently launched GotAED.org, a crowdfunding site dedicated to getting AED devices into places where kids learn and play. In 2014, Phyllis Sudman was named the 2014 National *Woman of Worth* by L’Oréal Paris, beating out more than 4,300 women who were nominated for this honor.