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MEDIA ALERT
FOR IMMEDIATE RELEASE

**LIFEWORK HONORS HEALTH CLUB STAFF FOR
SAVING MAN'S LIFE**

(Baltimore, Maryland – November 8, 2004) – Lifework will be honoring the staff of Maryland Athletic Club (MAC) on Monday, November 15 at **7:00am** for saving a club member's life using an Automated External Defibrillator (AED). The man whose life was saved, Lifework and MAC staff, as well as members of the press will also attend. The Maryland Athletic Club is located 110 West Timonium Road, Timonium, Maryland. Lifework is particularly proud of this save as the MAC was one of the first clients Lifework helped to implement an early defibrillation program.

Early Tuesday, September 7, 2004, the sixty-year old man collapsed in sudden cardiac arrest while using the treadmill at Maryland Athletic Club. The club staff called 911 and brought the AED to the patient's side. The AED was turned on, the simple instructions followed, and a shock delivered. The man's pulse returned after one shock, but needed to be refribrillated just before the ambulance arrived. He was conscious when paramedics transported him to the hospital.

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In this country, 4000 people experience sudden cardiac arrest (SCA) each week. There is no typical victim. SCA can strike anyone, anywhere, at any time, often without advanced warning. For many, there is no previous history of heart problems.

The most effective immediate intervention for sudden cardiac arrest is to provide early defibrillation. Unfortunately, more than 95% of SCA victims die while waiting for a defibrillator to arrive with emergency services. The good news is that automated defibrillators are available to the lay user and can be accessed when they are most effective . . . within the first 3 minutes of collapse.

Lifework, Inc., located in Ellicott City, is a woman-owned small business implementing Early Defibrillation Programs throughout Maryland, the District of Columbia, and Northern Virginia. Lifework has placed AEDs in private homes, health clubs, schools, corporate offices, and in many other locations. Lifework is both an American Heart Association and an American Safety and Health Institute Training Center. Lifework offers a variety of training courses – last year teaching over 1000 students. For more information on Lifework or Automated External Defibrillators, visit

www.lifeworkhealth.com.

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