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FOR IMMEDIATE RELEASE

Children's Cardiomyopathy Foundation Kicks Off AED Scavenger Hunt During National CPR and AED Awareness Week

TENAFLY, N.J.— June 8, 2018— The Children's Cardiomyopathy Foundation (CCF) is partnering with the American Camp Association (ACA) to celebrate National CPR and AED Awareness Week (June 1-7) with a summer-long scavenger hunt to find automated external defibrillators (AEDs) at camps across the nation. This national initiative raises awareness of AED locations and highlights the importance of emergency preparedness and early defibrillation during a cardiac emergency.

This is the sixth year CCF is sponsoring the scavenger hunt to educate the public on how accessible AEDs can reduce sudden cardiac deaths. This means having a working and accessible AED at camp, staff and campers knowing its location, and understanding how to use it in a cardiac emergency. CCF's Founding Executive Director, Lisa Yue understands the importance of emergency preparedness and early defibrillation, as she lost two children to cardiomyopathy, a heart disease that is the leading cause of sudden cardiac arrest in the young. Many times children with cardiomyopathy do not have obvious symptoms and are not diagnosed, putting them at risk for sudden cardiac arrest (SCA).

"Sadly, too many young lives are lost each year to sudden cardiac arrest due to lack of an emergency plan and training," says Lisa Yue. According to the American Heart Association, only six percent of children who suffer an out-of-hospital cardiac arrest survive. "By encouraging campers and staff around the country to be involved in this awareness initiative, we can improve the overall response rate and save more lives," adds Ms. Yue

"ACA is committed to helping camps provide a safe environment for campers and helping campers learn valuable life lessons," adds Tom Holland, ACA's chief executive officer. "This AED initiative teaches campers what an AED looks like and how it can help save a life — a powerful tool to learn at camp and use the rest of their lives." Campers are encouraged to search for an AED at their camp, take a photo with themselves near the AED, and then post it on social media outlets such as Twitter, Facebook and Instagram with the AED location, state, and the hashtag #ProtectKidsHearts.

About The Children's Cardiomyopathy Foundation

The Children's Cardiomyopathy Foundation (CCF) is a national non-profit dedicated to finding causes and cures for pediatric cardiomyopathy. CCF started in 2002 with one family's determination to call attention to this poorly understood heart disease and to take action on the lack of medical progress and public awareness. Since then, CCF has raised more than \$12 million for research and education initiatives, and grown into a global community of families, physicians and scientists focused on improving diagnosis, treatment and quality of life for children with cardiomyopathy.

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