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## NEWS RELEASE

For Immediate Release  
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BC Ambulance Service

### **SAFeway STAFF SAVE A LIFE**

COURTENAY—The British Columbia Ambulance Service (BCAS) presented a Vital Link Award and two Good Samaritan Awards to local heroes today to recognize their actions in saving a life on July 1, 2008 at the Safeway store on Cliffe Avenue in Courtenay.

“I heard the call - Code 99 which meant someone had collapsed and required first aid,” said Safeway employee Steve Butcher. “After seeing him I knew what I had to do.”

On Canada Day, when a man collapsed in a Safeway checkout line, staff immediately recognized the seriousness of the situation and responded immediately. Steve Butcher initiated life saving Cardio Pulmonary Resuscitation (CPR) while co-workers called 9-1-1 and maintained cervical spine support until BCAS paramedics arrived.

“It is important for members of the public to educate themselves on basic first aid, as this life-saving event demonstrates,” said Comox Valley MLA Stan Hagen. “We all rely on one another to help out in times of need, and thank the Safeway employees for their quick-thinking that saved a life.”

“We know that even with the best technology and timely deployment of paramedics, the best chance for survival is through bystander CPR,” said Shawn Carby, Executive Director for BCAS Vancouver Island Region. “This is a critical step in the chain of survival and these individuals deserve recognition.”

A cardiac arrest victim is four times more likely to survive if they receive bystander CPR; however, this basic procedure is not performed in approximately 85 per cent of all cardiac arrest cases. For every minute that passes without help, a person’s chance of surviving a cardiac arrest drops by about 10 per cent. It is hoped that by promoting examples where CPR has been successfully used to save a life, more people will be motivated to learn this life-saving skill.

The Vital Link medal was awarded to Butcher and the Good Samaritan Awards were presented to co-workers Penny Bindon and Shawnette Marinus at a special event with their manager and peers by BCAS Superintendent Mike Aubie, BCAS Unit Chief’s Bob Perry and Glen Greenhill.

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