



MEDIA ADVISORY

November 19, 2008

BC Ambulance Service

ATTENTION: ASSIGNMENT EDITORS

CRANBROOK - November is Cardiopulmonary Resuscitation (CPR) month and the BC Ambulance Service (BCAS) is encouraging British Columbians to learn CPR.

A cardiac arrest victim is four times more likely to survive if they receive bystander CPR, however, it is estimated that only 15 per cent of British Columbians know CPR. For every minute that passes that CPR is not applied, a person's chance of surviving a cardiac arrest drops by about 10 per cent.

The BCAS is committed to educating British Columbians about the importance of learning and using CPR. Cranbrook paramedics are holding several CPR demonstration events and information sessions for media and the public this Friday, November 21st at the Tamarack Shopping Centre with the hope of raising awareness about the importance of CPR.

Date: Friday, November 21, 2008

Time: 2:30pm – 5:30pm

Location: Tamarack Shopping Centre – next to Winners
180-1500 Cranbrook Street North,
Cranbrook, BC

For more information on the Cranbrook CPR demonstration or to receive a CPR public service announcement from the BCAS, please RSVP:

-30-

Contact: Sarah Taylor
BCAS Communications
(250) 953-4310 or (250) 213-7555

Local Contact:
BCAS Unit Chief, Stephen Miskulin
(250) 426-7008 or (250) 420-1782