



NEWS RELEASE

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The National Center for Sports Safety Offers Free AEDs to Parks and Recreation Centers in Alabama

Program providing life-saving resources in an attempt to decrease the number of sports fatalities in Alabama

BIRMINGHAM, Alabama – February 15 –The National Center for Sports Safety (NCSS) announced today that it will provide automatic external defibrillators (AEDs) and fully stocked emergency first aid kits to selected Alabama park and recreation facilities in Central and North Alabama. While doing so, the NCSS will encourage park and rec directors to educate their volunteer parents and coaches in sports safety techniques and skills using the PREPARE course.

The funding for this project was provided by the Alpha Foundation in an effort to reduce the incidence of death in Alabama due to sudden cardiac arrest. The Alpha Foundation and the NCSS will make it possible to distribute these life-saving resources to the Huntsville/Madison area in early April 2013.

Every year over **300,000** people die of sudden cardiac arrest as they are en route to the hospital. Up to *50,000* of those deaths could have been prevented if automatic external defibrillators were widely available in public gathering places. The NCSS would like to make an impact on these staggering statistics in the State of Alabama and decrease sudden cardiac arrest by 50%.

The NCSS Executive Director, Kathryn Gwaltney, stated, “Participation in youth sports is widespread in American culture. While involvement in such activities promotes physical fitness, it also leads to a risk of injury. Our goal with this opportunity is to create awareness in the local communities and prevent as many injuries as possible. If we are able to save one life by implementing our program we feel it has been a success.”

To date, the NCSS has educated over 10,000 coaches through its sports safety course, PREPARE. Developed by a team of medical experts, PREPARE educates coaches on how to recognize symptoms of potentially dangerous conditions and how to respond in emergency situations.

For more information about the NCSS please visit www.SportsSafety.org or call 866.508.NCSS (6277).

About NCSS

Dr. Lawrence Lemak founded the National Center for Sports Safety in 2001 to promote the importance of injury prevention and safety on all levels of youth sports through education and research. NCSS focuses on decreasing the number and intensity of injuries through developing and teaching sports-safety courses. NCSS also collects, analyzes and researches injury data to improve safety practices.

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