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Press Release

Monday April 15, 2019
Kenner, LA

- Heartbeat NOLA continues its Public Accessible Defibrillator (PAD) program in New Orleans, LA with its second Automated External Defibrillator (AED) installation at Tipitina's.
- New owners of Tipitina's are committed to making one of the world's most iconic music venues a "heartsafe" entertainment destination.
- In conjunction with the AED installation, Heartbeat NOLA will train Tipitina's staff in Cardio Pulmonary Resuscitation (CPR) and AED usage.
- Heartbeat NOLA will make the presentation of the AED to Tipitina's at Bonerama's record release party at Tipitina's on Friday Night, April 19, 2019.

Heartbeat NOLA is continuing its Public Accessible Defibrillator (PAD) program to install more Automated External Defibrillators (AEDs) in the New Orleans area. Tipitina's and Heartbeat NOLA are joining forces to ensure the safety of performing musicians and concert attendees at the iconic New Orleans music venue. This will be Heartbeat NOLA's second AED installation after installing one at Snug Harbor Jazz Bistro on Frenchmen St. New Orleans, LA back in October 2018. Brian "Tank" Greenberg, general manager of Tipitina's says that "All of the new owners are on board and are committed to the safety of Tipitina's performing artists and its patrons." Tipitina's owners include drummer Stanton Moore, bassist Robert Mercurio, guitarist Jeff Raines, keyboardist Rich Vogel and saxophonist Ben Ellman (members of New Orleans funk powerhouse Galactic.) Tipitina's staff will meet Wednesday night April 17, 2019 to be trained by Heartbeat NOLA in "Call - Push - Shock," a national, coordinated effort which communicates a consistent message promoting life saving citizen CPR and AED usage.

Heartbeat NOLA will present the AED to Tipitina's at New Orleans-based funk rock band Bonerama's album release party on Friday Night, April 19, 2019. The AED to be installed at Tipitina's is a "pay-it-forward" courtesy of Wesley Schmidt and Snug Harbor Jazz Bistro, the first recipient of a Heartbeat NOLA AED installation. Tipitina's has also agreed to pay the AED installation forward by supporting Heartbeat NOLA's mission and partnering on a future fundraising event.

Sudden Cardiac Arrest (SCA) is a leading cause of death in the U.S., killing more than 350,000 people a year.* Citizen first responders performing CPR along with quick access to a publicly accessible AED is critical to attain the best possible outcomes for a victim who suffers a sudden cardiac arrest.

Heartbeat NOLA's mission is to significantly increase the number of New Orleans citizens who are trained in CPR & AED and will be able to save a life from Sudden Cardiac Arrest – the leading cause of death in the US. Heartbeat NOLA is a citizen CPR & AED Awareness and Education Program as well as a Fundraising Campaign to place more accessible AEDs in the New Orleans area. Heartbeat NOLA also provides training and certification.

For more information go to www.heartbeatnola.org.

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*Source: Sudden Cardiac Arrest Foundation
www.sca-aware.org/about-sca

TIPITINA'S AED INSTALLATION