



MEDIA RELEASE

For Immediate Release

Date: October 28, 2004

Public Defibrillator Donated by the Membership of the Pickering Men's Slow Pitch League in Memory of Brian English

The City of Pickering's newest defibrillator was donated by the membership of the Pickering Men's Slowpitch League, in memory of Brian English. Brian died at age 26 while refereeing a minor hockey game. Brian was always involved in the community, both coaching and teaching our children.

The City of Pickering is proud to be a partner in the Durham Region Cardiac Safe Community Program. Sudden cardiac arrest is one of the leading causes of death in Canada. Most victims of this condition are middle aged and otherwise healthy individuals, who could be restored to a normal lifestyle if they were treated quickly enough. Sudden cardiac arrest can be reversed in most people with the application of an electric shock to the heart to restore a normal heartbeat, a process called defibrillation.

The addition of public access defibrillators in City facilities has strengthened our chain of survival by adding the critical link of early defibrillation – getting that important first shock within 3 minutes - thus improving chances of survival for victims of sudden cardiac arrest.

The Public Access Defibrillator program is an important initiative within the City of Pickering and the installation of the defibrillator unit at the Petticoat Creek Community Centre highlights our commitment to the well being of all of our citizens. We are truly appreciative of the donation made by the Pickering Men's Slowpitch League and moved by the generosity of spirit which has led to this donation.

The support of the Pickering Men's Slowpitch League is an integral part of this lifesaving initiative in our community

- 30 -

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