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Notes from editor (not for publication):

HEADLINE ELEMENTS:

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Automated defibrillator installed at Living Memorial Park

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TEXT BODY:

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The town of Brattleboro has installed its first publicly accessible, outdoor, automated external defibrillator (AED) outside the front entrance of the Nelson Withington Skating Facility at Living Memorial Park.

An AED is a portable electronic device that can analyze a person's heart rhythm and, if necessary, deliver an electric shock (called defibrillation) during sudden cardiac arrest to help

the heart re-establish an effective rhythm. The device was donated by Brattleboro Senior Corporation.

“This project shows what Brattleboro does best — works together to make our community safer and stronger. Thanks to our partners and town staff, we now have a lifesaving resource right where people gather every day,” said Town Manager John Potter in a news release.

The placement of this AED was in direct response to the high volume of activity at Living Memorial Park, particularly the popular pickleball courts located just outside the skating rink. The device is unique in that it’s directly linked to the fire alarm system. When the AED door is opened, an alarm will sound, and a signal will be automatically transmitted to Brattleboro’s dispatch center.

“If someone is experiencing a cardiac arrest or other medical emergency, emergency services will be en route before 911 is even activated,” said Billy Fritz, EMS superintendent of the Brattleboro Fire Department. This immediate activation is critical because every second matters when responding to cardiac arrest, he added. According to the American Red Cross, for every minute that passes without CPR and defibrillation, a person’s chance of survival decreases by about 10 percent.

Fritz noted that the public should still call 911 if they use the machine to relay detailed information to dispatch.

The device is user-friendly and provides clear audio prompts, guiding individuals through the process of applying the pads and using the machine safely and effectively. The AED is equipped with both adult and pediatric pads, and is compatible with equipment used by Brattleboro Fire, ensuring uninterrupted care for the patient.

“We are really excited to have this device here because AEDs save lives,” said Recreation and Parks Director Carol Lolatte. “It represents a significant step forward in supporting the safety and well-being of everyone who enjoys Living Memorial Park.”

46 Lolatte thanked the Brattleboro Fire Department,
47 Brattleboro Senior Corporation, and King's Electric for assisting
48 with the project.

49 Fritz said that while an AED helps with early activation
50 and defibrillation, responding to cardiac arrest also involves the
51 ability to deliver high-quality CPR. The American Heart
52 Association maintains an online database of courses available
53 throughout the region, including first aid, CPR, and AED training,
54 along with basic information about responding to cardiac arrest.

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LOGLINE (SOCIAL MEDIA):

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