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GOLD CROSS AMBULANCE HEARTSTART FOUNDATION DONATES AED TO FEEDING AMERICA EASTERN WISCONSIN *Placed in Fox Valley warehouse, AED increases safety for volunteers, staff*

Menasha, WI (Jan. 16, 2019) – Feeding hungry people requires caring people who are equipped to safely carry out their mission. Now, thanks to a newly donated AED from Gold Cross Ambulance’s HeartStart Foundation, Feeding America Eastern Wisconsin staff and volunteers serving in the Fox Valley warehouse can more confidently go about their important work.

“We host more than 9,500 volunteers each year in our Fox Valley facility,” said Patti Habeck, president of Feeding America Eastern Wisconsin. “Many of our volunteers, especially our faithful weekly volunteers, are older. This AED helps ensure we can quickly help if one of those volunteers or a staff member experiences sudden cardiac arrest.”

Habeck’s concern is real. In its application requesting the AED, Feeding America Eastern Wisconsin noted the Fox Valley staff has called 911 twice in the last two years because volunteers have experienced chest pains. The organization knows that having access to an onsite AED would have provided another level of care while waiting for emergency responders to arrive.

“Sudden cardiac arrest is the leading cause of death in the Fox Valley region and in the United States,” said Steve Radich, administrative director of Gold Cross Ambulance and manager of the HeartStart Foundation. “It is no respecter of people or place. To help create a safer community, Gold Cross Ambulance and the HeartStart Foundation have helped to facilitate placement of almost 400 AEDs in the area since 1998. We want to save more lives.”

The Gold Cross Ambulance HeartStart Foundation donates AEDs, provides matching funding for AED purchases and offers AED placement and training. In addition to the donated AED, Gold Cross is providing training in CPR and AED use for Feeding America Eastern Wisconsin staff members, as well as optimal placement for the AED in the Fox Valley warehouse.

The HeartStart program is funded through an annual golf outing and charitable contributions. This year’s golf tournament will be July 29 at Ridgeway Country Club in Neenah. Organizations who are interested in placing an AED in their facilities may apply online at goldcross.org/heartstart-foundation. Contributions to the HeartStart Foundation may also be made online at goldcross.org/donate.

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About Gold Cross Ambulance

In its 28th year of service, Gold Cross Ambulance Service provides paramedic-level care for 911 medical emergencies and non-emergency transport services to more than 280,000 people in 1,200 square miles of portions of Outagamie, Winnebago, Calumet and Waupaca counties, responding to more than 25,000 calls in 2018. The company also brings EMS expertise to the region through its management services, making it the only not-for-profit, regional ambulance service in the state. To learn more about Gold Cross Ambulance, visit www.goldcross.org.

About the HeartStart Foundation

The HeartStart Foundation was started in 1998 within the Community Foundation of the Fox Valley Region. The HeartStart Foundation seeks to improve the outcomes of SCA (sudden cardiac arrest) by making AEDs ubiquitous throughout the Fox Cities and creating awareness about the importance of effective CPR and calling 911 when there is a critical event.

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