



FOR IMMEDIATE RELEASE

## **Starting Hearts Places First SaveStation in Colorado**

### **New Tower Makes Defibrillators More Visible and Accessible**

October 7, 2019, Avon, Colorado. On Friday, October 11th, 2019, at 4:00pm, Starting Hearts, Vail Health, and [the](#) Town of Avon will unveil the new SaveStation, a defibrillator tower and cabinet that provides a temperature-controlled environment to keep defibrillators ready for use in the most inclement weather. SaveStation also provides high profile recognition for easy location when needed. The unveiling event will take place at the main Avon bus stop and will include a short presentation from Town of Avon Mayor Smith Hymes and representatives from Starting Hearts and SaveStation. The public is invited to attend. This is the first such placement in the State of Colorado.

“Vail Health has partnered with Starting Hearts to support the purchase and widespread distribution of defibrillators in Eagle County with the goal of saving lives,” explains Vail Health’s President and CEO Will Cook. “The new SaveStation technology is critical to our effort.”

SaveStation features an audible alarm, photo control, night lighting, back-up power, LED screen indicating cabinet status, and real-time reporting of the defibrillator’s ready status, connectivity, and temperature. Remote monitoring is provided over a cellular network. The North American Occupational Health & Safety recently awarded SaveStation as a “New Product of the Year.” The award program honors the outstanding product development achievements of health and safety manufacturers whose products are considered particularly noteworthy in their ability to improve workplace safety.

Town of Avon Mayor Sarah Smith Hymes stated, “The Town of Avon is proud to host the first SaveStation in Colorado. We are excited to see the SaveStation movement continue to grow so that more people can become aware of nearby defibrillators during instances of cardiac arrest.”

Carly Jackson, Director of Community Engagement for SaveStation stated, “We are thrilled to see the first outdoor SaveStation placed in Colorado, protecting everyone 24/7, 365 days a year. We hope this inspires other community leaders to sponsor the placement of futures SaveStations in this area, as in sudden cardiac arrest every second matters. Without quick access to a defibrillator, the chance of survival is only ten percent. We are so pleased to see Starting Hearts champion this amazing public safety initiative.”

To make SaveStation possible, the Town of Avon and Vail Health provided supporting grants to Starting Hearts. Alan Himelfarb, Executive Director of Starting Hearts stated, “This is an exciting and unique initiative that demonstrates how government, healthcare, and nonprofit can work together to insure the safety of our citizens and visitors. We are so pleased and honored to work with these colleagues and consummate professionals.”

**For further information, please contact:**

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**About Starting Hearts**

Starting Hearts is a 501(c)(3) nonprofit based in Avon, CO. Its mission is to save the lives of sudden cardiac arrest victims through free CPR and defibrillator education, widespread distribution of lifesaving defibrillators everywhere in public, activation of citizen first responders, and broad stakeholder cooperation in the communities we serve. Since inception in 2010, Starting Hearts has educated more than 20,000 citizens in lifesaving and leadership skills, as well as increased the number of defibrillators in Eagle County, CO to more than 400, or one for every 130 citizens, one of the highest per capita rates in the nation. The organization is now expanding its programs through affiliations across Colorado and encourages interested parties to contact us. For more information, please visit [www.startinghearts.org](http://www.startinghearts.org).

**About Town of Avon**

The Town of Avon is a home-rule municipality located in the stunning Rocky Mountains of Colorado along the scenic Eagle River. The town serves as a gateway to the world-class Beaver Creek Resort and is eight miles west of world-famous Vail.

**About Vail Health**

Vail Health, formerly Vail Valley Medical Center, is a nonprofit community health care system with 12 locations across Eagle and Summit counties. Vail Health offers a 56-bed hospital, 24/7 emergency care, helipad, urgent care clinics, cancer care, breast centers, cardiovascular services, surgery, childbirth, physical therapy, primary care and more. Locally operated and governed by a volunteer board of directors, Vail Health has invested millions of dollars back into the community. For more information,

visit [www.vailhealth.org](http://www.vailhealth.org).

### **About SaveStation**

SaveStations provide consistent, recognizable housing for all the leading AEDs on the market. The SaveStation Movement empowers the placement of SaveStations in accessible indoor and outdoor areas throughout our communities, standardizing the visual treatment and creating awareness that everyone can help save lives. When someone collapses from sudden cardiac arrest, a SaveStation is where anyone can go for quick access to a defibrillator to assist in reviving them. SaveStation was designed to unite the industry with one standard look for an AED cabinet in order to assist the public quickly identify where a defibrillator is in an emergency and to access its easy-to-use life-saving equipment.