

GET AN AED AND DON'T PAY

The Automatic External Defibrillator (AED) was introduced over two decades ago. It is designed to administer an electrical shock to a victim's failing heart in an effort to restore a normal heart beat. Over the years, the AED has become remarkably effective at saving lives, its ease of use has increased substantially, and its purchase price has come down dramatically.

How successful are AED at saving lives?

On land, when an adult victim's heart stops it is most frequently due to the naturally occurring deterioration of the health of the heart due to age or illness. Nonetheless, on land, when a victim suffers cardiac arrest, the immediate application of an AED to the victim's chest has proven successful in restarting the victim's heart approximately 74% of the time.*

In water, when a victim drowns, an AED has proven to be even more effective than when used on land. The reason for its increased effectiveness is, in part, due to the facts that when a victim drowns the heart stops abruptly and the health of the victim's heart is usually not an issue. Consequently, in drowning cases, where an AED is immediately applied to the chest of a drowned victim suffering cardiac arrest, the AED has proven to be up to 97% effective in restarting the victim's heart.*

How do you use an AED?

Unfortunately, too many laypersons are intimidated by the AED because they view it as a complicated machine that could electrocute the untrained. Fear not, because the AED will never shock a healthy heart, and it is as easy to use as 1-2-3: (1.) Press the "on" button, (2.) plug the cord connecting the pads into the AED, and (3.) stick the pads to the victim's bare chest. The AED will then provide you with voice prompts, instructing you whether the victim's heart is stopped and if you need to press the "shock" button. That's all there is to it. Don't be afraid to act.

Is an AED expensive?

AED units used to cost over \$5,000 each, but thanks to the improvements in electronics, software, and mass production, AED units now range in price from only \$1,195 to about \$2,000. At this price, saving lives becomes affordable.

Why don't more businesses protect lives with AED?

If AED are so effective, easy to use, and affordable, why don't more businesses employ AED? Businesses typically site two reasons why they don't have an AED on hand and ready to save lives: (1.) lack of training, and (2.) cost. But, we now know that AED are easy to use, and quite affordable, even to the small business. So let's start saving lives with AED.

Aqua Sports, Inc. "No Excuse AED Policy"

The \$1,195 minimum AED retail price still discourages most small businesses from making the commitment to better protect lives. As a result, Aqua Sports, Inc., a Fort Lauderdale, Florida based "Elite SCUBA & Rescue Training Institute" has partnered with AED-World.com to provide AED to dive boat operators at no cost. Aqua Sports, Inc. will furnish as many SCUBA day excursion and live aboard boats as possible with AED. Aqua Sports, Inc. provides the AED in exchange for dive services for Aqua Sports, Inc. clients, so the purchaser never has to pay a dollar out of pocket. That's right. You can put an AED on your dive boat, without paying a single dollar. It is what Aqua Sports, Inc. calls their "No Excuse AED Policy" focused on eliminating the AED purchase price obstacle. Aqua Sports, Inc. has been a leader in the SCUBA & Rescue industry and is committed to saving lives. It has furnished dive boats and live aboards in New England, Florida, Florida Keys, California, and the Caribbean. AED-World.com also provides grant and subsidies for businesses that can not afford AED. Thanks to Aqua Sports, Inc. and AED-World.com, dive boats and small businesses can no longer claim that obtaining an AED is too expensive.

For more information contact:

Aqua Sports, Inc.

617-283-0269

Info@AquaSportsInc.com

www.AquaSportsInc.com

AED-World

888-223-6568

Info@AED-World.com

www.AED-World.com