



ONE HEART MASS CPR RECORD 2010

Press Release
Singapore
July 29th 2010

Singapore First Aid Training Centre will be clocking the first ever mass CPR record in Singapore in an event called the ONE HEART MASS CPR RECORD. Over 1000 participants are expected to attend.

During this event, participants will first learn the steps and techniques of CPR. After several practice sessions, they will then perform CPR concurrently to clock the most number of people performing CPR at the same time - the first ever to be recorded by the Singapore Book of Records.

The objective of this event is to equip the public with CPR skills used in a cardiac arrest emergency, a condition where the heart stops pumping effectively, after which brain death occurs within 4 to 6 minutes. About 3000 people die each year from heart-related diseases.

"Most people don't realise that in a cardiac arrest situation, the everyday bystander is far more important than any paramedic or doctor that arrives later, simply because they can provide help when it really counts." says Abdul Rasheed Doad, Founder and Director of the Singapore First Aid Training Centre. "Without CPR, even 100 doctors cannot do much once the window period has passed."

This historic event will be held at VivoCity Amphitheater on 11th September 2010 from 1230 hrs to 1600 hrs. Participation is free and no prior CPR experience is required. Registration will begin at 1230 hrs.

All participants will be recognised by having their name scribed on the "Wall of Participation" which will be mounted on the day of the event. Their names will also be listed on the official ONE HEART MASS CPR RECORD website at www.masscpr.org. Every participant will walk home with a goody bag and an inflatable CPR manikin worth \$25.

To participate in the ONE HEART MASS CPR RECORD 2010, please visit the official website at www.masscpr.org.

About Singapore First Aid Training Centre

www.firstaidtraining.com.sg

The Singapore First Aid Training Centre is a full-service training centre offering a comprehensive range of first aid and crisis-response medical training, with the mission of equipping individuals to be effective lifesavers in various first aid scenarios.

Media Enquiries:

Yvonne Kua (Ms)
Events Executive
Media & Marketing
Singapore First Aid Training Centre
yvonne@firstaidtraining.com.sg
Direct Line: 6297 8123
Mobile: 81682815