**FOR IMMEDIATE RELEASE**

**New Mission Charity Partnership between CellAED® and Superheroes Events Limited to create South Coast NSW ‘Heart Safe’ towns through their Defibrillator Adoption Program**

**South Coast New South Wales, 19 MARCH 2024** – A Mission Charity Partnership has been established between Superheroes Events Limited (SEL) and CellAED, the world’s first personal defibrillator.

With a shared mission to save lives from sudden cardiac arrest, the partnership aims to create ‘Heart Safe’ communities across the Illawarra and Shoalhaven regions through SEL’s Defibrillator Adoption Program.

A non-for-profit volunteer benevolent charity, SEL’s Defibrillation Adoption Program honours the memory of the late Doctor Barry Gray, a local community champion, who suffered a sudden cardiac arrest at his home in Shoalhaven Heads in October 2022.

Under the agreement, one CellAED will be donated to a community group or a family requiring benevolent assistance for every 10 CellAED devices purchased through SEL. Donations will be nominated by an SEL Community Partner.

“As part of our Superheroes Community Care’s charitable mission, we helped establish the Shoalhaven Heads Defibrillator Pilot Program. This program identified fixed defibrillators are only part of what is needed in the community and broader assistance can be provided by personal AEDs, CellAED manufactured by Australian company Rapid Response Revival®,” David Arakie, Volunteer Founding Director of Superheroes Events Limited.

As 80% of sudden cardiac arrests occur in the home,1 CellAED is addressing the low survival rates of sudden cardiac arrest.

“Sudden cardiac arrest has a survival rate of less than one percent. This is because it kills so quickly, and because most witnesses to a sudden cardiac arrest don’t have access to an AED to help save a life,” said Rapid Response Revival Founder and CEO, Donovan Casey.

Performing CPR and getting an AED on the patient during the first few critical moments of a sudden cardiac arrest gives an individual the best chance of survival.

“Despite being one of the world’s highest causes of premature death, awareness of sudden cardiac arrest remains too low in the public consciousness. The more people in the Shoalhaven and Illawarra regions who understand the problem and are empowered to step up and be a part of the solution, the more impact we can collectively have on survival rates. Rapid Response Revival looks forward to creating ‘Heart Safe’ communities with SEL,” said Mark Hillebrand, Chief Marketing Officer at CellAED.

Ends

**About Superheros Events Limited**

Superheroes Events Limited (SEL), a not-for-profit volunteer company founded in November 2014, gained registered Charity approval in November 2020, transitioning to a registered Public Benevolent Institution with DGR1 Charity Status. The SEL group comprises Shoalhaven South Coast Superheroes and Superheroes Community Care, the latter established in April 2021 to spearhead SEL's charitable mission. SEL's Shoalhaven Superheroes Festival, along with community activities, raise funds for the Superheroes Community Care River Retreat and Sunset Haven Retreat, providing support for families with chronically ill children and those requiring benevolent assistance.

Visit [Shoalhaven Superheroes | Home of Shoalhaven Superheroes Festival and Superheroes Community Care](https://shoalhavensuperheroes.com.au/) to learn more.

**About CellAED®**

Australian made and owned, CellAED was designed to save lives from sudden cardiac arrest (SCA) by making a personal defibrillator that is affordable, accessible, effective, and easy-to-use in the event of an out-of-hospital cardiac arrest (OHCA).

SCA is a medical emergency that occurs when the heart suddenly stops beating effectively, preventing blood from being pumped around the body. It can happen to anyone, anywhere, at any time. Within seconds, a person in SCA will collapse, become unresponsive, and stop breathing normally. The time critical steps in the treatment of SCA include calling emergency services, starting CPR, and retrieving a defibrillator. For each minute CPR and defibrillation are delayed, the chances of survival decrease by 10%. Every minute counts.

CellAED is designed to empower someone to be prepared to help save a life of someone they care about in the event of witnessing a sudden cardiac arrest.

**About Rapid Response Revival®**

Rapid Response Revival is a privately-owned start-up company based in Sydney, Australia, established in 2017. Its mission is to save lives from of out-of-hospital cardiac arrest.

Rapid Response Revival was established by Donovan Casey, after his partner, Sarah, experienced a sudden cardiac arrest in their home. With a survival rate of less than 1% worldwide, Sarah was lucky to survive.

The Rapid Response Revival flagship product, CellAED, was designed to make personal defibrillators affordable, accessible, effective, and easy-to-use in the event of an out-of-hospital cardiac arrest.

The world’s first personal AED, CellAED represents the first real improvements on AED technology in more than 30 years.

References

1. Norris RM. Circumstances of out of hospital cardiac arrest in patients with ischaemic heart disease. Heart. 2005 Dec 1;91(12):1537-40.