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PRESS RELEASE

Boston Pizza Installs AED Station

Posted by Ryan Frankson, News Staff

The Boston Pizza in Sherwood Park on Wye Road has installed this Automated External Defibrillator station, in case a patron or employee of the restaurant ever goes into cardiac arrest.

When you think of Boston Pizza and hearts, you usually think of Valentine's Day, when the nationwide restaurant chain has paper hearts decorated by patrons posted on the walls at each location.

But a new Boston Pizza policy will have customers thinking about hearts all year, as its 40 restaurants in Edmonton and the surrounding area — including both Sherwood Park locations — recently had Automated External Defibrillators (AEDs) installed.

The initiative, announced earlier this week, is part of the national Heart & Stroke Restart a Heart, Restart a Life program, and Boston Pizza is the first restaurant chain in Canada to place the life-saving devices in its restaurants.

“Placing defibrillators in our restaurants makes them more accessible to members of the community and will help save lives,” said Kelly McClung, business manager, Boston Pizza Northern Alberta. “Boston Pizza restaurants in Sherwood Park will be included on the list of AED sites with emergency medical services and will become part of the local 911 emergency response system.”

According to a release announcing the installation of the defibrillators, Edmonton paramedics respond to 700 to 800 cardiac arrests every year and the odds of survival for an out-of-hospital cardiac arrest are approximately five per cent. Defibrillation combined with CPR can improve cardiac arrest survival rates by 50 per cent or more if delivered in the first few minutes.

AEDs make it possible for non-medical personnel to restore heart rhythm and life. An AED uses voice prompts, lights and text messages to tell the rescuer what steps to take and delivers an electric shock to the heart.

“We applaud the commitment of Northern Alberta Boston Pizza franchises to purchase and install AEDs in their restaurants,” said Cheryl Treliving, executive director of the Boston Pizza Foundation, which raises money for Canadian charities, including the Heart and Stroke Foundation.

“It is our vision that every Boston Pizza restaurant in Canada will one day have an AED in place and ready to help save lives. Our goal is to make AEDs as common as fire extinguishers.”
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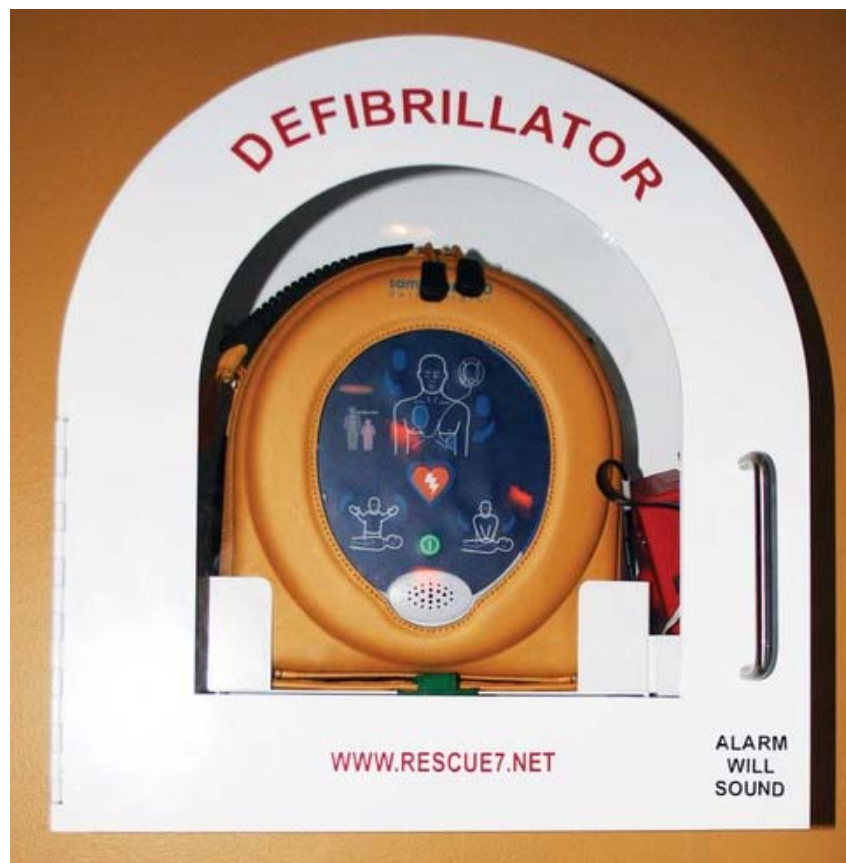
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The placement of an AED is solely at the discretion of the individual Boston Pizza franchisee and the costs associated with its placement, maintenance and training are also completely covered by the franchisee.

“We want to be good community partners,” Jan Kristensen, franchisee and general manager of the Sherwood Park Boston Pizza on Ordze Road, told the News. “There are five managers here who are all certified to deal with the AED equipment, as well as choking and first aid. If you come to dine at Boston Pizza, you can feel safe that we know what to do if something happens.”

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