



**FOR IMMEDIATE RELEASE**

Date: January 29, 2016

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**Prime Financial Increasing Survival Chances with First Response Program**

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***PFCU invests in program aimed to save lives and aid local emergency medical services by providing immediate response to sudden cardiac arrest.***

**CUDAHY, WI** – Twenty (20) team members received certification for Cardiopulmonary Resuscitation (CPR) and Automated External Defibrillator (AED) training in January as part of an ongoing first response initiative to provide medical emergency support. According to the American Heart Association, 88 percent of cardiac arrests occur at home often times being a loved one. Seventy (70) percent of Americans don't act during a cardiac emergency because they don't know how to perform CPR or training has lapsed. Prime Financial Credit Union found this statistic to be shocking and alarming.

The organization recognizes the importance of CPR and AED training, starting an in-house response team and program. The initiative, incepted in January 2014, included the installation of an AED at each of the four PFCU offices. This medical device first analyzes the heart's rhythm. If no heart beat is detected, then an electronic shock is initiated to the victim, normalizing the heart's rhythm. Its sophisticated design includes verbal and graphical instructions so that anyone with no medical background can operate the device. If an AED is not readily available, CPR can be performed. CPR requires compressions on the chest and giving breaths. The American Red Cross states that the average response time for first responders once 911 is called is 8-12 minutes, and for every minute defibrillation is delayed, survival chances are reduced by approximately 10%. Therefore, immediate response is critical within the first minutes of a cardiac arrest.

Since chances of survival are most effective with the combination of CPR and defibrillation, PFCU offered and paid for employee's CPR and AED training. Certification was provided on a volunteer basis to all employees, with about 36% accepting the challenge. Training comprised of proper CPR techniques, operation of AEDs and techniques for someone choking, all applicable to adults, children and infants. Each office has at least one certified individual to provide aid not only to coworkers, but also to members and surrounding communities. After completing the three hour training course, employees are grateful for the sponsored program offering. "I am confident that I would have the skills and knowledge I need

to help if the need ever arose. It's just another great way to be prepared to serve my community." Cari Bray said about receiving training. Clint Wagner elaborated on his training stating "This is an invaluable tool that gives me a chance to save a life of someone, either a stranger or loved one."

Amy Goratowski, Director of Organizational Development, oversees the entire program and is especially thankful adding "I take pride in working for a company that cares so deeply about the community. Employees receive a tremendous benefit by learning first response skills." The first response program is part of a larger community initiative that includes financial wellness and volunteerism. More information can be found on [primefinancialcu.org](http://primefinancialcu.org). The corporate office is located at 5656 South Packard Ave, Cudahy WI 53110.

Prime Financial is a state-chartered, federally insured credit union chartered in 1923. It was the first credit union chartered in Wisconsin and today is a full-service, \$110 million credit union with more than 18,000 members. For more information on Prime Financial Credit Union, please contact the Member Support Center at 414.486.4500 or visit [primefinancialcu.org](http://primefinancialcu.org).

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