



## Press Release

- **New Orleans area musician and Sudden Cardiac Arrest Survivor with wife launch non-profit Heartbeat NOLA.**
- **Heartbeat NOLA's elected board of directors include the citizen first responders that helped save the life of Maurice Trosclair.**
- **Physio-Control donates two Automated External Defibrillators to Heartbeat NOLA to be deployed in the New Orleans area.**

**Redmond, Washington USA – July 28, 2018** – On Wednesday, July 25, 2018 New Orleans area musician and Sudden Cardiac Arrest (SCA) survivor, Maurice Trosclair along with his wife Nancy Trosclair launched a new, life saving initiative to benefit the Greater New Orleans Area. Trosclair was a guest SCA survivor of Physio-Control at their 3rd quarter kick-off event in Redmond, Washington. In his address, he shared his story of survival and thanked the staff of Physio-Control, manufacturers of the Lucas 3 Chest Compression System, a mechanical device that helped save his life after his Sudden Cardiac Arrest on February 14, 2017. Also, with his wife Nancy Trosclair they announced the formation of Heartbeat NOLA, a non-profit 501c3 organization based in Kenner, LA. Heartbeat NOLA will focus on both education and awareness of Sudden Cardiac Arrest, offer CPR and first aid classes and also raise funds to purchase automated external defibrillators (AEDs) to be placed in locations in the New Orleans area. Physio-Control is donating two AEDs to Heartbeat NOLA to be deployed in the New Orleans area.

“Sudden Cardiac Arrest (SCA) is a leading cause of death in the U.S., killing more than 350,000 people a year.\* My husband survived a disease with a 10% survival rate, I am extremely grateful for the citizen first responders who helped save his life. I sincerely hope his story and our organization's efforts will save lives in the greater New Orleans area.” says Nancy Trosclair, owner of Destination New Orleans LLC.

Heartbeat NOLA's Board of Directors which is made up of the first responders who helped save Maurice Trosclair's life include: Maurice Trosclair, President/Chairman of the Board, Nancy Trosclair, Vice President/Treasurer, Tricha Arabie Secretary, Kimaline Duplessis, Director, Suzanne Howard, Director and Sandy Ortego, Director.

**About Heartbeat NOLA:** Heartbeat NOLA Mission: To significantly increase the number of New Orleans citizens who are trained in CPR/AED/First Aid and will be able to save a life from Sudden Cardiac Arrest – the leading cause of death in the US. Heartbeat NOLA is a citizen CPR & AED Awareness and Education Program as well as a Fundraising Campaign to place more accessible AEDs in the New Orleans area. We also provide training and certification.

**About Physio-Control, now part of Stryker:** Physio-Control, now part of Stryker, is the world's leading provider of professional emergency medical response solutions that predict or intervene in life-threatening emergencies. The company's products include LIFEPAK® monitor/defibrillators and automated external defibrillators, LUCAS® Chest Compression Systems, the LIFENET® System, HeartSine® AEDs and more. Learn more at [www.physio-control.com](http://www.physio-control.com).

\*Source: Sudden Cardiac Arrest Foundation [www.sca-aware.org/about-sca](http://www.sca-aware.org/about-sca)

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