



FOR IMMEDIATE RELEASE
May 1, 2023 McLaughlin, SD

HEARTSAFE NATIONS

EMPOWERING OUR COMMUNITIES TO RESPOND TO MEDICAL EMERGENCIES

[The Lakota Well Being Project](#) announces its collaboration with [Training For Life, Inc.](#), to place Automated External Defibrillators (AED) and train volunteers as American Heart Association (AHA) CPR/AED & First Aid Instructors, in turn able to train residents in the use of these lifesaving skills and machines.

The recent Cardiac Arrest on live TV of NFL's [Damar Hamlin](#) has heightened awareness of the need for these life saving devices to be located throughout our communities, particularly in our schools and during sporting events.

With nearly 900 Cardiac Arrests daily, one of the leading causes of death, some 325,000 friends, family, and coworkers are lost every year, in the US, according to the American Heart Association.

Lakota Well-Being Project is a 501c3 non-profit organization dedicated to increasing the average life expectancy of the Lakota Oyate-the People, who live in our communities, on the ancestral homelands of the Lakota Nation. By increasing awareness of and access to basic, life-saving healthcare training and equipment, our long-term goal can be most broadly summed up by the words: So that the people may live. *Hecel Oyate Kin Nipi Kte.*

Training For Life, Inc. is an award winning, not-for-profit, American Heart Association Training Center, founded in the wake of the September 11th, 2001 attacks. Since then, it has trained more than a million people and placed AED from NYC to Nigeria. Its Founder & CEO, Mr. Scott Caruthers, is a 10 year service disabled veteran of the US Navy, a national registry EMT, and a World Trade Center responder/survivor; he asks, *"Isn't there a life you'd like to protect?" "Won't you come learn to help those you care for; and to be part of the change we wish to see in our world."*

The HeartSafe Nations kickoff event and fundraiser helped launch the program, took place today, 5/1/2023, outside of Moser's Main Street Market, after which a free CPR training and demonstration of the Automated External Defibrillator (AED) was held in the nearby McLaughlin City Park, more than 150 neighbors came out in support, raising just about \$1,250 in support of the project.

Training For Life has donated one hundred (100) AED to the Lakota Well Being Project, to place on the Standing Rock Reservation, and beyond.

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