



B R O O K D A L E

PRESS RELEASE

For immediate release, July 21, 2004

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Brookdale Goes After #1 Killer

CHICAGO - Minutes are crucial to victims of a massive heart attack. Survival rates for those stricken by an attack decrease by 10 percent for every minute that passes without a defibrillation shock.

“There’s no question that quick response is the key to survival,” according to John P. Rijos, president of Chicago based Brookdale Senior Living Communities. Pointing to studies by the American Heart Association, Rijos said “ prompt defibrillation could save as many as 100,000 lives every year, which is why we made a commitment to placing defibrillators in Brookdale communities across the country.”

The communities, which cater mostly to independent seniors, are in the process of defibrillator and CPR staff training. “It’s amazing how effective this treatment can be,” said Rijos, pointing to clinical studies that show that when SCA (sudden cardiac arrest) victims are defibrillated immediately, more than 90% survive. “Those are remarkable statistics,” he said.

SCA kills almost a half million Americans each year and is the leading cause of death in the United States. The next highest causes of death are stroke and lung cancer, which claim fewer victims combined. With SCA, the hearts suddenly stops beating normally and begins beating at a rapid and chaotic pace. External defibrillation delivers a quick shock through the person’s chest to the heart and can restore the heart’s normal rhythm.

Outside of medical circles, the biggest purchasers of defibrillators in this country are casinos and airports. “When we saw how easily these defibrillators could be used and how incredibly effective they can be, we felt we could make a real difference,” said Sarah Terry, Brookdale director of health services. “It’s something every senior living community should consider having,” she said.

Terry notes that 25 employees at each property, including seven Brookdale communities in the Chicago area, will receive certified training on use of the defibrillator. “This is a great opportunity for Brookdale to serve our residents, staff and visitors in a very meaningful way,” she said.

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