



MEDIA RELEASE FOR IMMEDIATE RELEASE

New Lifesaving App from St. John Ambulance for Your Blackberry® Learn the basics of CPR on your Phone

March 2, 2011 (Mississauga, ON) – St. John Ambulance Canada is proud to announce the launch of their brand new CPR Blackberry® app. In partnership with Corporate Communications Interactive (CCI) — the leading global provider of online and mobile communications solutions, St. John Ambulance is working to launch a Health and Wellness Mobile Awareness campaign.

Today, BlackBerry® smartphone users will be able to download a free SJA video series on CPR from BlackBerry AppWorld™ (<http://bit.ly/fz9BJh>). The first in a series, this video provides basic life saving information that could help save a life at work, home or play.

The app allows users to view several options; Why Learn CPR, Perform CPR (Please note: this is not a suitable tool for use during an emergency, if you suspect someone is experiencing a breathing/cardiac emergency call 9-1-1 immediately. Trained operators will guide you through CPR), and 5 Steps to CPR.

Why learn CPR presents users with some startling statistics about cardiac emergencies in Canada. **Perform CPR** is an instructional video that walks viewers through the process of performing CPR, while highlighting its effect on the body. The **5 Steps to CPR** is a text walk through of how to perform CPR.

The app also encourages users interested in increasing their CPR Awareness to visit www.sjasavinglives.ca to take interactive quizzes, connect with St. John Ambulance training and download useful resources like posters and brochures.

St. John Ambulance has been providing first aid training and community services to the people of Ontario for over 125 years, and is thrilled to take their lifesaving message to a new platform. For more information on CPR, or to get trained, visit www.sja.ca/on or contact your local St. John Ambulance Branch Office.

For over 125 years, St. John Ambulance has been training over 140,000 Ontarians annually in first aid and other health care related courses and remains dedicated to saving lives at work, home and play. With over 4,000 volunteers contributing over half a million hours of community service a year, St. John Ambulance is an integral part of the community offering such unique and innovative programs as; medical first response, disaster response, car seat clinics, health and safety related youth programs and therapy dog services. As a charitable, humanitarian organization, proceeds from St. John Ambulance's first aid training and first aid product sales directly support these vital community services programs. For more information on St. John Ambulance training courses and volunteer opportunities or to contact your local branch, visit www.sja-mississauga.ca

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