

# MEDIA ADVISORY



Los Angeles Convention Center

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For Immediate Release

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## LOS ANGELES CONVENTION CENTER EMERGENCY RESPONDERS REUNITE WITH 80-YEAR OLD RUNNER WHO SURVIVED SUDDEN CARDIAC ARREST DURING L.A. MARATHON

**WHAT:** Press conference to recognize L.A. City employees for successful “life-saving” use of Los Angeles Convention Center automated external defibrillator (AED) and to reunite sudden cardiac arrest survivor with his rescuers.

**WHO:** Councilwoman Jan Perry, City of Los Angeles, District 9  
Mr. Roman Bowser, Chief Executive Officer, American Heart Association  
Fire Chief William R. Bamattre, Los Angeles Fire Department  
Dr. Marc Eckstein, Medical Director, City of LA PAD Program  
Mr. Luis Pagan, Sudden Cardiac Arrest Survivor, L.A. City Employee  
Los Angeles Convention Center Emergency Response Team  
Mr. Pouria Abbassi, P.E., Interim General Manager, Los Angeles Convention Center  
Mr. Alvin Y. Blain, General Manager, Department of General Services, City of L.A.  
Mr. Chuck Lawson, Regional Manager, Philips Medical Systems

**WHEN:** Thursday, August 24<sup>th</sup>      9:00 a.m. (press conference)  
8:30 a.m. (media check-in) *refreshments will be served*

**WHERE:** Los Angeles Convention Center (LACC), 1201 S. Figueroa St. (intersection with 12<sup>th</sup> Street)  
*Free Parking: Gilbert Lindsay Plaza (enter from Figueroa St. and 12<sup>th</sup> St.)*

**WHY:** Sudden Cardiac Arrest is one of the leading causes of death in the U.S., striking approximately 340,000 people every year. And only 5% survive because potentially life-saving treatment does not reach them in time. To combat this problem, the Los Angeles Fire Department (LAFD) has implemented a public access defibrillation program, which places Philips HeartStart AEDs in public locations throughout the city, including the zoo, the airport, the convention center, the public libraries and City Hall.

**BACKGROUND:** Earlier this year, Luis Pagan was running his 19<sup>th</sup> Los Angeles Marathon when he experienced a sudden cardiac arrest in front of the Los Angeles Convention Center. Responders at the Convention Center came to his rescue with a Philips HeartStart defibrillator. Today, Mr. Pagan is back at work and running five miles a day in preparation for his next L.A. Marathon. Mr. Pagan will meet his Convention Center rescuers for the first time and share his inspiring story.

**VISUALS:** LAFD ATV's and Trucks, LACC Emerald Green West Tower Back Drop, LAFD and LACC Rescue Team, Survivor and Family, Automated External Defibrillator Installation Example, Philips Defibrillator Training and Kits, and City Officials.

**RSVP:** For media registration contact the Los Angeles Convention Center at (213) 741-1151, ext. 5319

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