



Manitoba Liquor Control Commission

News Release

For Immediate Release: Friday, October 7, 2011

**AUTOMATED EXTERNAL DEFIBRILLATORS NOW AVAILABLE
AT ALL MANITOBA LIQUOR MARTS AND MLCC OFFICES**

The MLCC has installed Automated External Defibrillators (AED) at all Manitoba Liquor Marts, the MLCC Head Office and the Brandon and Thompson Inspections Offices.

The AED project was announced in May under the new Hospitality Strategy and was spearheaded by late MLCC President & CEO Ken Hildahl who recognized the need to better assist customers, employees and the public during a cardiac emergency.

“With approximately eight million transactions annually in 50 Liquor Marts across the province and almost 1,000 employees working at Head Office and Liquor Marts, Ken felt that installing AEDs could help to save the lives of sudden cardiac arrest victims,” said Roman Zubach, Acting President & CEO.

MLCC employees have been provided with training on how to use the Automated External Defibrillators which meets or exceeds the guidelines for AED training set out by the Heart and Stroke Foundation of Canada.

According to the Heart and Stroke Foundation of Canada, approximately 45,000 Canadians experience cardiac arrest every year. The survival rate of victims for an out-of-hospital cardiac arrest is less than five per cent. However, CPR with the use of an AED before the arrival of Emergency Medical Services can increase the chance of survival by up to 75 per cent.

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