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NICKEL BELT

North West Company brings life-saving training and technology to stores

By Matt Durnan
news@thompsoncitizen.net

Over 200 store managers and staff from the North West Company received extensive CPR and automated external defibrillator (AED) training at the company's annual Wintering Partners Conference, held in Winnipeg from Feb. 7 to Feb. 11.

CPR is an emergency procedure which is performed in an effort to manually preserve intact brain function until further measures are taken to restore spontaneous blood circulation and breathing in a person in cardiac arrest.

An AED is a portable electronic device that automatically diagnoses the potentially life threatening cardiac arrhythmia in a patient and is able to treat them through defibrillation, allowing the heart to reestablish an effective rhythm.

“The positive response from our employees to take the time to take CPR and AED training and then to have the ability to provide our customers and the community with this valuable and potentially life-saving service was overwhelming” said North West Company president and chief executive officer Edward Kennedy, “In rural and more isolated communities, this capability is especially important.”

In addition to the training done by Rescue 7, each of The North West Company stores, support offices and warehouses will be equipped with a HeartSine AED, which is an easy-to-use portable device ideally suited for remote communities where anyone can be called on as a first responder.

“Working with The North West Company has been a great honor,” said HeartSine Senior Vice President Marc Lawrence, “their reputation for serving remote communities makes all of Rescue 7 and HeartSine very proud of the partnership we've established here.”

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