

**ASSA AND GUY LEECH PARTNER TO PROMOTE
DEFIBRILLATORS IN AQUATIC CENTRES**

October 3, 2016

ALM Magazine

The Australian Swim Schools Association (ASSA) have partnered with Ironman legend Guy Leech, with the aim of seeing every swim school in Australia equipped with an automated external defibrillator (AED).

Leech is all too aware of the need for defibrillators having had to revive a friend who suffered a heart attack while they worked out together, earlier this year.

Tragically, Leech was under to revive him, an occurrence that has prompted Leech on a crusade to source the best defibrillators to suit different circumstances and facilitate getting them into numerous environments.

As a result, Leech formed a relationship with Physio Control (inventors of defibrillators), particularly around their Lifepak AED. The Lifepak is simple to use and meets the latest Standards around the value of extra 'power'.

Backing this partnership, ASSA is setting out to educate swim schools on the benefits of having an AED onsite, while Leech will provide a special discount on units and additional units for ASSA to use in its broader community service activities.

Announcing this partnership, ASSA Chief Executive Ross Gage explained "the vast majority of students at swim schools are in a low risk group in terms of heart attacks, however, many of their parents are getting in the danger zone - with grandparents bring children for lessons certainly in the high risk zone."

Welcoming Leech's involvement with ASSA, Gage added "it is an additional bonus to be involved with someone so passionate about the cause."

Guy Leech pictured below;

