



Sudden Cardiac Arrest Association

POWER AND PASSION... SAVING LIVES

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Lisa Levine, CAE, Named President of Sudden Cardiac Arrest Association

WASHINGTON, D.C. November 1, 2010 - The Sudden Cardiac Arrest Association (SCAA) Board of Directors has appointed Lisa A. Levine, CAE as the organization's President, effective today.

"We are excited to have Ms. Levine lead SCAA as we continue to pursue our strategic plan focusing on raising awareness of sudden cardiac arrest and strive toward eliminating preventable deaths due to SCA in America by 2020," said Robert Schriever, chair of the SCAA Board of Directors."

"Ms. Levine's extensive non-profit career and strong leadership and fundraising skills combined with her own family experience with heart disease will help make SCAA a leader in public advocacy and increase visibility for the organization and our noble cause," continued Schriever.

Ms. Levine brings to SCAA nearly 25 years of non-profit leadership skills with a proven success record in driving growth, increasing revenues, developing successful coalitions and increasing volunteer involvement. Prior to SCAA, Ms. Levine served as the President of the Equipment Leasing and Finance Foundation for 10 years. Previously, she spent 15 years in leadership positions with the Community Association Institute and American Heart Association, Nation's Capital Affiliate. Ms. Levine holds a B.A. from the State University of New York (SUNY) in Oswego and is a Certified Association Executive (CAE).

"As the leading public advocacy organization exclusively dedicated to sudden cardiac arrest, the SCAA must play an active role in engaging policymakers and national thought leaders about initiatives to prevent or treat SCA, and I look forward to bringing together a broad range of stakeholders to help in our quest to eliminate preventable deaths from SCA," said Levine.

SCA is the nation's leading cause of death, killing nearly 300,000 Americans each year. It is not the same as a heart attack. Advancements in medical technology and treatment can eliminate up to 40 percent of all sudden cardiac arrest deaths, yet the national survival rate for out-of-hospital SCA remains a low five percent.

About the Sudden Cardiac Arrest Association

SCAA is the nation's largest non-profit advocacy organization exclusively dedicated to SCA awareness and prevention. For more information, please visit

www.suddencardiacarrest.org.