Local Fundraising Campaign Launched to Install Life-Saving Defibrillator in <Neighbourhood Name>

**<City>, <Date>** - A new community initiative has launched in <Neighbourhood Name> to raise funds for a life-saving Automated External Defibrillator. The campaign aims to equip the neighbourhood with a 24/7 accessible defibrillator to help save lives in the event of a cardiac arrest.

The campaign page can be found here: <campaign link>.

The initiative was launched by local resident/business < Name >, who said:

“<Insert your personal quote here – explain what inspired you to start the campaign and encourage neighbours and local businesses to contribute. Some examples can be found below>”

Each year, over **30,000 people in the UK** experience a cardiac arrest outside of a hospital setting. Alarmingly, **80% of these cases occur in or around the home**. When a cardiac arrest strikes, every second counts - the chance of survival increases dramatically if CPR and defibrillation are administered within the first six minutes. Sadly, emergency services are often unable to reach patients in that critical window.

That’s why accessible defibrillators in local communities are so vital.

Once funded, the defibrillator will be installed in a weatherproof, unlocked cabinet on an exterior wall within <Neighbourhood Name>, making it available day and night to anyone in need. It will also be registered with [**The Circuit**](http://www.thecircuit.uk), the UK’s national defibrillator network. This ensures that when someone calls 999 to report a cardiac arrest, someone at the scene or a local volunteer responder can be directed to retrieve and use the device immediately.

**Donate today at <campaign link> and help bring this life-saving equipment to <Neighbourhood Name>. Every contribution, no matter how big or small, could help save a life.**

Want to do more? Visit [www.mycommunitydefib.co.uk](http://www.mycommunitydefib.co.uk) to find out how you can get involved, spread the word, or even launch your own campaign. Let’s make every second count!

Personal Quote Examples:

“After a close friend suffered a cardiac arrest, I realised just how crucial fast access to a defibrillator can be. Every minute without one matters. I started this campaign so that no one in <Neighbourhood Name> is ever left waiting for help in those first critical moments.”

“I was inspired to start this campaign after learning how many lives could be saved if defibrillators were more widely available. I want our community to feel empowered and protected - knowing help is always nearby. Together, we can make <Neighbourhood Name> a safer place for everyone.”

“This is about more than just a piece of equipment - it’s about giving our community the power to save lives. I hope neighbours, businesses, and local groups will join me in raising funds to bring this vital resource to <Neighbourhood Name>. Let’s show what we can do when we come together.”

“As someone who cares deeply about the wellbeing of our neighbourhood, I wanted to take action. A defibrillator could mean the difference between life and death. I encourage local businesses and residents alike to contribute - every pound brings us closer to saving a life.”