

Broadcaster, December 2009

New Products & Services

Broadcasters Deliver Support For Mikey Network

A life saving WAVE is sweeping across the industry.

Durham Radio Inc. stations are the first Canadian broadcaster to partner with The Mikey Network, by carrying emergency defibrillators in their event cruisers and production vehicles.


The WAVE 94.7 FM in Hamilton is the latest station to come on board, joining three in Oshawa (X96 New Country FM; 107.7/1580 AM CKDO; 94.9 The ROCK) now carrying a small electronic device to community events and regional locations.

In case of a cardiac arrest or heart attack, the unit can be used to deliver an electric shock to the heart through the chest wall during ventricular fibrillation, in order to restore the heart to its normal rhythm.

The act of defibrillation, or shocking, is more successful when it is delivered to the victim of cardiac arrest within the first few critical minutes, treating agents say, even before emergency services can arrive.

"We are committed to placing Mikeys in as many high-risk locations as possible so people affected by sudden cardiac arrest might have a second chance at life," says Mikey Network Chairman and Co-Founder Hugh Heron. The network is named in honour of Heron's partner, Mike Salem who passed away on a golf course, miles away from help, after suffering a heart attack.

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WAVE 94.7 Events Cruiser Team in Hamilton (l-r) Kim Tullock, Terry Sweeny and Erin Clifford with Hugh Heron, Mikey Network Chairman/Co-Founder.

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