

Thema: Prater Wien

Autor: k.A.

NOVOMATIC: Darts against cardiac death

On June 23, the two-time and current darts world champion Michael van Gerwen aka 'Mighty Mike' gave a performance of his extraordinary talent at ADMIRAL Arena Prater to help collect funds for a good cause that is close to everyone's heart.

PULS is a voluntary association that was founded in 2009 to take up the fight against sudden cardiac death. The aim is to raise awareness about the paramount importance of first aid action – since what happens until the ambulance arrives can make the difference between life and death.

Every year sudden cardiac deaths claim more than 12,000 lives in Austria. Only eleven out of every 100 patients in Austria survive a sudden cardiac arrest that occurs outside a medical facility. The chance of survival for an unconscious patient decreases by about ten percent with every minute that passes. Immediate first aid administered by laymen before the emergency rescue services arrive is often the only way to revive a patient. Simple skills and techniques can make a big difference and increase the chances of survival to more than 70 percent.

To turn Austria step-by-step into 'heart-safe' territory, it takes not only courageous first-aiders but also a comprehensive network of publicly available defibrillators. To achieve this goal, PULS cooperates with emergency organizations, universities, professional societies, as well as partners in the medical technology industry.

To actively support this commitment, a darts duel with the two-time and current darts world champion Michael van Gerwen aka 'Mighty Mike' took place on June 23 in Europe's biggest sports bar, ADMIRAL Arena Prater. In the process of the event, public figures from the worlds of business, politics and the media joined a darts competition – among them Bettina Glatz-Kremsner (Casinos Austria AG), General Karl Mahrer (Landespolizeidirektion Wien) and Stefan Sittler-Koidl (Wiener Praterverband). Mighty Mike coached the contestants enthusiastically with his professional tips and tricks.



Verein zur Bekämpfung des plötzlichen Herztodes

After the tournament, three guests from the audience were given a chance to directly match themselves with 'Mighty Mike' and, should they defeat him, increase the donation total. One guest and enthusiastic hobby darts player actually managed to win the duel with 'Mighty Mike' and hence to double the donation.

At the end of the day, NOVOMATIC CEO Harald Neumann finally handed over a cheque amounting to EUR 10,000 to Prof. Harry Kopietz on the behalf of the PULS Association for the fight against sudden cardiac death.

The auction of a 'Mighty Mike' training shirt, which will henceforth find its place on display in ADMIRAL Arena Prater, yielded additional funds for the good cause. "As one of the world's top-tier gaming technology groups and a leading Austrian enterprise, NOVOMATIC embraces its social

Bottom:
NOVOMATIC CEO Harald Neumann joins the contest.
Right page:
A public defibrillator in Vienna.



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responsibility and has a strong commitment to social concern. The PULS association, with its commitment to raising public awareness and spreading information, plays a major role in the fight against sudden cardiac death. I would like to thank all those who have contributed this considerable donation sum," said Neumann as he handed over the cheque.

