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CONTACT:

Tara Lewis at 619-362-0505 or TLewis@SanDiego.gov

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City of San Diego Saving Lives Through Project Heart Beat Program Partnership

CPR1, LLC BECOMES THE CITY'S NEW OFFICIAL AUTOMATED EXTERNAL DEFIBRILLATOR
PARTNER

SAN DIEGO – A new partnership will help the City of San Diego's Project Heart Beat program continue its success in saving lives. On Tuesday, March 10, the San Diego City Council approved a new, exclusive partnership with [CPR1, LLC](#), to make San Diego a 'heart-safe region.' Project Heart Beat is responsible for saving the lives of more than 220 people through its managed program participants and the placement of automated external defibrillators (AED) across the region.

This collaboration between the City of San Diego and CPR1, LLC, will directly support the San Diego Fire-Rescue Department's San Diego Project Heart Beat program, with a goal to make AEDs as accessible as fire extinguishers in all public and private arenas, including city and county facilities, businesses, tourist attractions and facilities, healthcare facilities and educational facilities. Since 2001, San Diego Project Heart Beat has deployed more than 11,000 AED units throughout the San Diego region.

"I see this partnership as a win-win for San Diego – it provides a critical boost to our public safety infrastructure and helps alleviate our City budget," said Economic Development and Intergovernmental Relations Committee Chair and Councilmember Raul Campillo. **"Securing \$150,000 in annual support through this agreement helps us make sure the life-saving work of San Diego Project Heart Beat continues to grow without placing an added burden on our taxpayers. I'm proud to support a collaboration that prioritizes both fiscal responsibility and the health of our residents."**

CPR1, LLC was awarded a partnership with the City of San Diego after a competitive sponsorship process for AEDs was initiated in October 2025. The partnership will begin at the end of April.

"We are honored to partner with the San Diego Fire-Rescue Department to expand the impact of Project Heart Beat," said Carolena Enayati, Co-founder & CEO of CPR1, LLC, a Response Ready company. **"Sudden cardiac arrest can happen to anyone, anywhere, and survival often depends on immediate access to an AED and trained responders. Through this partnership, we are helping equip San Diego with the lifesaving technology and training needed to ensure that help is always within reach. Together, we are working to make San Diego one of the most prepared and heart-safe communities in the nation."**

Over the next two years, CPR1 will provide an annual fee of \$150,000 to the City to support the San Diego Project Heart Beat program. The partnership agreement also allows for three one-year options to renew.

San Diego Project Heart Beat provides the public with training on how to use AEDs and perform cardiopulmonary resuscitation (CPR). For more information on that, visit the [Project Heart Beat training webpage](#).



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