

JCB donation boosts life saving equipment campaign

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A £500 donation by JCB has helped to fund vital life-saving equipment for a Staffordshire Moorlands community.

The money is being used by Cotton Parish Council to buy a brand new publicly-accessible defibrillator. The machines are used to give a high-energy electric shock to someone suffering from a cardiac arrest. They can restore a more stable heart rhythm and be essential in saving somebody's life.

Other local businesses have also contributed to the cause and, once purchased, the machine is set to be installed at The Cross Inn, in the village of Caudon Low. Members of Cotton Parish Council visited JCB's World Headquarters, at Rocester, where they were presented with a cheque for £500.

Chairman of Cotton Parish Council Dave Cooper said: "We very much appreciate this donation by JCB which will benefit everyone in our community. As a council we recognise the need for one of these machines. We have a fair number of elderly residents in the parish and therefore it makes sense to have a defibrillator in place.

"We do have a very good team of First Responders in the Staffordshire Moorlands but having one of the machines to hand could provide immediate help and give a victim a fighting chance. If it just saves one person's life then the defibrillator will be worth it."

Source: wynnot GmbH; JCB