

OxygenCare launches 'Be the Beat' campaign to celebrate Community First Responders in Ireland

Wicklow/Dublin. Saturday 19th September 2026 – OxygenCare, a leading provider of life-saving medical equipment and solutions, launches its 'Be the Beat' campaign to celebrate Community First Responders in Ireland. The campaign aims to acknowledge the dedication and impact of these volunteers, showcasing the difference they can make in people's lives.

OxygenCare is inviting people from across the country to submit their stories and share experiences relating to Community First Responders. As well as nominating responders anybody affected by an incident involving a Community First Responder (cardiac arrest or otherwise) is also encouraged to make a submission.

Submissions received will be in with a chance to win a Defibtech defibrillator for their community, with one winner selected from each of the six HSE Health Regions* in the Republic of Ireland, with one winner from the Northern Ireland region.

Community First Responders are CPR and AED trained members of the public who attend emergency calls in their local area, providing lifesaving treatment to patients while an ambulance is on its way. Across Ireland, there are approximately 385 Community First Responder schemes and around 4,000 members.

[The Pre-Hospital Emergency Care Council \(PHECC\) reports](#) that almost 5,000 people die from sudden cardiac arrest in Ireland every year. While survival rates have improved for sudden out-of-hospital cardiac arrest patients in recent years, from the moment of collapse the chance of survival decreases by 7-10% for every minute CPR is not performed.

This initiative, organised by OxygenCare and CFR, is being launched to help spread awareness about how vital CFR treatment can be, and to encourage more people to undertake CPR and defibrillation training.

Conrad Wynne, Senior Product Specialist, at Oxygen Care said: *"The impact of Community First Responders is not just important but life changing – especially considering that cardiovascular disease remains a leading cause of death in Ireland. Taking action in moments of crisis, these volunteers are truly invaluable in creating stronger, safer and more connected communities. That's why we want to celebrate their efforts and showcase to others that their hands could also save lives."*

To make a submission about Community First Responders and to be in with a chance to win a Defibtech Lifeline AED, visit the website here. ['Be the Beat' | OxygenCare](#)

-Ends-



For further media queries, please contact:

Aisling Hinchy, Comit PR, Aisling@Comit.ie / 086 035 37 32

Notes to editors

*The six HSE Health Regions include HSE South-West, HSE West and North-West, HSE Dublin and North-East, HSE Dublin and Midlands, HSE Dublin and South-East, and HSE Mid-West.

1. **HSE South-West:** Cork and Kerry.
2. **HSE West and North-West:** Donegal, Sligo, Leitrim, Roscommon, Mayo, and Galway (as well as West Cavan).
3. **HSE Dublin and North-East:** North Dublin, Meath, Louth, Cavan, and Monaghan.
4. **HSE Dublin and Midlands:** Longford, Westmeath, Offaly, Laois, Kildare, and parts of Dublin South and Wicklow.
5. **HSE Dublin and South-East:** Tipperary South, Waterford, Kilkenny, Carlow, Wexford, Wicklow, and parts of South Dublin.
6. **HSE Mid-West:** Limerick, Clare, and North Tipperary.

About OxygenCare

OxygenCare is a multi-award-winning family-owned business with over 50 years supporting Irish Healthcare throughout Ireland.

From the outset, OxygenCare's ethos has been support for life by providing medical equipment and solutions to the highest standard possible with premium after-sales service and support.

OxygenCare is regarded as a lead supplier in the areas of Anaesthesia, Monitoring, Ventilation, Infant Care Equipment, Respiratory Therapy, Emergency equipment including defibrillators and Suction Oxygen Therapy equipment, ultrasound and Digital Healthcare Solutions.

About CFR

CFR.ie refers to Community First Responders, a network of volunteers in Ireland trained to respond to life-threatening emergencies such as cardiac arrest and heart attacks. These responders are equipped with basic life support skills, including CPR and the use of AEDs, and work with the National Ambulance Service to provide immediate assistance before professional medical help arrives. Community First Responders aim to stabilise patients and provide care until emergency services can take over.



About Defibtech

Defibtech is a leader and innovator in the design and manufacture of life-saving resuscitation devices including automated external defibrillators (AEDs), mechanical chest compressors, and related accessories. Their medical technology devices provide easy to use resuscitation equipment that public safety, healthcare providers, and bystanders depend on every day.

With more than 450,000 AED units shipped worldwide, Defibtech is committed to saving lives by producing the best AEDs that advanced medical technology has to offer.

Defibtech has drawn accolades and won numerous awards for its record of innovative sleek product designs, revenue growth, and commitment to quality and service excellence. Built to exacting medical standards, as well as to U.S. Military specifications, Defibtech's Lifeline AEDs are lightweight, robust, dust protected, spray and water resistant, and meet "shock and drop" specifications for use in tough environments. They are also easily maintained and field upgradable, on-site, when CPR guidelines change. Utilising advanced design and manufacturing techniques, Defibtech provides high quality value-oriented easy-to-use solutions and reliability.

