

## Byron Nelson PGA Tournament, McKinney, TX

# The Salesmanship Club of Dallas, and Avive Solutions unite to raise the bar for cardiac safety at Byron Nelson PGA Tournament.

In a landmark public safety initiative, the Salesmanship Club of Dallas donated 20 Avive Connect AED®s to the City of McKinney, Texas, bolstering the city's existing fleet of 100 Avive AEDs. This strategic deployment was designed to support emergency preparedness at the Byron Nelson PGA Tournament, held May 1st to 4th, 2025, and established the event as one of the most cardiac-ready sporting venues in the United States.



### Event

CJ Cup Byron Nelson  
PGA Tournament

### Where

McKinney, TX

### Event Attendance

35,000 daily

### Avive Connect AEDs

20

“Since we are only a week-long event, there’s simple ways for us to be in the community on a year-round basis, and this was an easy one for us to get behind. We’re honored to contribute to this life-saving effort and set a new bar for what cardiac safety at sporting events can look like.”

**Brad Howland** | CEO, Salesmanship Club of Dallas

With over 35,000 daily attendees, the Byron Nelson PGA Tournament faced unique public health challenges. Large crowds, extended periods of physical activity, and high temperatures typical of Texas spring posed elevated risks for cardiac emergencies. To address this, McKinney's leadership sought an innovative and robust cardiac safety solution to safeguard attendees, athletes, staff, and volunteers throughout the multi-day event.

The Salesmanship Club of Dallas stepped forward with a donation of 20 Avive Connect AEDs. The initiative was led in close collaboration with McKinney Fire Chief Ben Jones, aligning with the city's long-term vision of enhancing emergency medical response at both large-scale events and within the broader community. These devices were strategically deployed at the event in two ways: in fixed placements along the golf course and event facilities and mobile medics on bicycles, equipped with AEDs to dramatically reduce emergency response times. This dual deployment ensured that no area of the tournament grounds was left uncovered, creating a seamless cardiac response ecosystem.

The Byron Nelson PGA Tournament was recognized as one of the most cardiac-prepared sporting events in the nation. Life-saving AED technology was visible, accessible, and strategically integrated into emergency response plans. More than 140 AEDs, including the city's existing 100, were available throughout McKinney, creating a safety net that extended well beyond the tournament grounds.

After the conclusion of the tournament, the 20 donated AEDs were returned to the McKinney Fire Department, becoming part of the city's Neighborhood Heroes Program. This initiative focuses on building a cardiac-safe community through:

- Public AED access.
- Integration with hospitals and emergency services.
- Citizen responder training and participation.

By repurposing these devices for ongoing community use, McKinney has ensured the tournament's legacy will benefit residents year-round. This collaboration stands as a powerful example of how communities, organizations, and innovators can come together to create scalable, life-saving public health infrastructure.

“As trained critical care paramedics, in the world of medical cardiac arrest, what happens before we get there really is what determines whether somebody lives or dies. Partnering with Avive's technology, and being able to manage them all from one dashboard is super important.”

**Chris Muscle** | Firefighter/Paramedic, City of McKinney, Texas

