

News Release



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American Heart Association Start! Heart Walk: *Advancing heart health one step at a time*

Long Island, NY, September 10, 2007 ... More than 3,000 walkers and runners from across Long Island will take giant steps for their heart health on Sunday, September 30, 2007 at Nassau Community College in the American Heart Association Start! Long Island Heart Walk.

The non-competitive, walk — which begins at 10:00 AM with a ribbon cutting ceremony by Kaitlyn Remhild, a seven year old open heart surgery and stroke survivor — raises funds to support heart and stroke research and educational programs on Long Island and across the country. Teams are made up of employees from local companies, along with friends and family members of all ages. Participants who are heart disease or stroke survivors wear “red caps” as a visual symbol that Start! Heart Walk is a celebration of life and that heart disease and stroke can be beaten.

The 2007 Start! Long Island Heart Walk and all Start! Heart Walk events across the country this fall invite all walkers to take part in a unique challenge to help Americans change their physical activity habits to live better, healthier lives. The **Start! with A Million Miles challenge** encourages Start! Heart Walk participants to visit the Web site www.heart.org/startwalking and log their miles walked as their personal contribution to the nationwide million miles goal.

In addition, the Web site offers visitors an opportunity to personalize a brick that lines the virtual walking pathway. Bricks can feature individual messages, and visitors can register for free resources to help them implement permanent changes in their lives after the day’s events are over.

“Start! with A Million Miles is a great way in which the American Heart Association Start! movement is giving back to those volunteers who have worked so hard to help raise funds and awareness for the nation’s number one and number three killers: cardiovascular disease and stroke,” said, John King Founder and Chief Customer Officer of J. Kings Food Service Professionals and chair, 2007 American Heart Association Start! Long Island Heart Walk.

“Start! with A Million Miles provides an exciting way for participants to personalize their commitment to better health as well as become connected to others across the nation who are also

taking positive strides to change their lives and make a better community,” added Jeffrey Bass, M.A., M.P.A., Strategic Business Partner, co-chair, 2007 American Heart Association Start! Long Island Heart Walk.

In addition, this year, walkers can participate in various activities at three Start! Heart Walk communities: *Create Hope, Inspire Change and Celebrate Success*. Through the American Heart Association’s ground-breaking new Start! campaign, the American Heart Association has transformed its signature walking event into Start! Heart Walk to be the organization’s “mission in action.” Start! Heart Walk is an opportunity for people to improve their health by walking, while simultaneously raising funds to help fight heart disease and stroke. Every element of Start! Heart Walk is now designed to create a stronger community among participants; instill passion for reducing disability and death from cardiovascular diseases and stroke; and generate excitement for a new or renewed commitment to heart-healthy living.

Events like Start! Long Island Heart Walk raise millions of dollars for heart and stroke research, programs and education that daily make a difference in the lives of our family members, love ones, friends and coworkers. Events like Start! Heart Walk have helped American Heart Association-funded research contribute to many important discoveries, such as CPR, heart valve replacement surgery, life-extending drugs, pacemakers, bypass surgery, the heart-lung machine, and surgical techniques to repair heart defects, among others.

Presented nationally by Subway, Healthy Choice and AstraZeneca, more than 3,000 Long Island walkers are expected to step out this year. Local Long Island sponsors of Start! Heart Walk include: J.Kings Food Service Professional, Inc. and United Healthcare. Media sponsors include; WBAB-FM 102.3 & WBLI-FM 106.1, Long Island Pulse Magazine and CW 11-TV

To participate in the Start! with A Million Miles challenge, or for more information, visit www.heart.org/startwalking. Make walking a part of your daily routine. Learn more about the Start! campaign or register today for Start! Long Island Heart Walk on September 30 by calling the American Heart Association state office at (516) 777-8447.

About the American Heart Association

The American Heart Association is a national voluntary health organization whose mission is to reduce disability and death from cardiovascular diseases and stroke. Since 1924 the American Heart Association has helped protect people of all ages and ethnicities from the ravages of heart disease and stroke. These diseases, the nation's No. 1 and No. 3 killers, claim close to 870,000 American lives annually. The American Heart Association invested more than \$543 million during fiscal year 2005-2006 for research support, professional and public education, community service programs and advocacy so people across America can live stronger, longer lives.

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