

\$300,000 campaign kicks off fundraising for 25th anniversary Heart Walk

Executives and Physicians with Heart campaign runs through June 15

INDIANAPOLIS, May 1, 2018 — The American Heart Association is launching a \$300,000 “Executives and Physicians with Heart” campaign to jumpstart fundraising for the 25th anniversary of the Heart Walk, which will take place in Indianapolis on Sept. 15.

“We’ve made incredible progress in the fight against heart disease and stroke,” said Tony Altavilla, president of RedStone Communications, who is chairing the Executives and Physicians with Heart campaign. “Over the last 30 years, mortality rates from heart disease and stroke have dropped by more than 50 percent, meaning thousands of people are living longer, healthier lives.

“Unfortunately, heart disease remains the leading killer of Hoosiers, and we continue to see high rates of risk factors such as obesity, diabetes and high blood pressure, especially in underserved neighborhoods where life expectancy can be as much as 10 years less than more affluent neighborhoods, so it’s critical that we continue to fund research, education and health initiatives that can lead to fewer heart attacks and strokes for all.”

Altavilla, Heart Walk chair Dr. Ram Yeleti and American Heart Association board members are looking for 60 local executives and physicians willing to commit to raising \$5,000 or more.

“Indianapolis is known for its generosity and community support,” Altavilla said. “We need the leaders in this great city to step forward so we can continue the many great programs that save lives – things like Hands-Only CPR instruction, blood pressure screenings, programming around healthy eating, physical activity and more.”

Executives and physicians interested in participating in the campaign can contact the American Heart Association’s Heart Walk team at (317) 732-4701 or at kim.berry@heart.org.

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About the American Heart Association

The American Heart Association is devoted to saving people from heart disease and stroke – the two leading causes of death in the world. We team with millions of volunteers to fund innovative research, fight for stronger public health policies and provide lifesaving tools and information to prevent and treat these diseases. The Dallas-based association is the nation's oldest and largest voluntary organization dedicated to fighting heart disease and stroke. To learn more or to get involved, call 1-800-AHA-USA1, visit heart.org or call any of our offices around the country. Follow us on [Facebook](#) and [Twitter](#).

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