

Northeast Ohio Mission Impact – January 2022

We've created two bus ads to raise awareness about women's heart health and to encourage women to take action to make a healthy change in their lives. These ads are running on the back (tail) of 10 SARTA (Stark County) buses from now until the end of February.



Device keeps 35-year-old's heart pumping as he awaits a transplant

By Diane Daniel, American Heart Association News



Heart failure survivor Jeff Russ (right) with his wife, Christina, and dog, Lacey. (Photo courtesy of the Russ family)

Local heart hero, Jeff Russ, is in heart failure, and an LVAD device is keeping his heart going until it's time for a heart transplant. Recently, Jeff shared his story nationally through our Heart.org news team. It was then picked up by outlets across the country. Jeff's story was shared at both the 2021 Stark Heart Walk and 2021 Greater Akron Heart Walk. [Read Jeff's story here.](#)

WFMJ TV in Youngstown is airing a PSA to promote Wear Red Day. Featured in the ad is our 2022 Go Red for Women emcee, WFMJ Anchor, Madison Tromler.



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Four billboards are up in NE Ohio, raising awareness around heart health for all Americans & encouraging them to make a healthy change.



Cleveland East Liverpool Rd (Route 14) & Bentley Lane – Ravenna



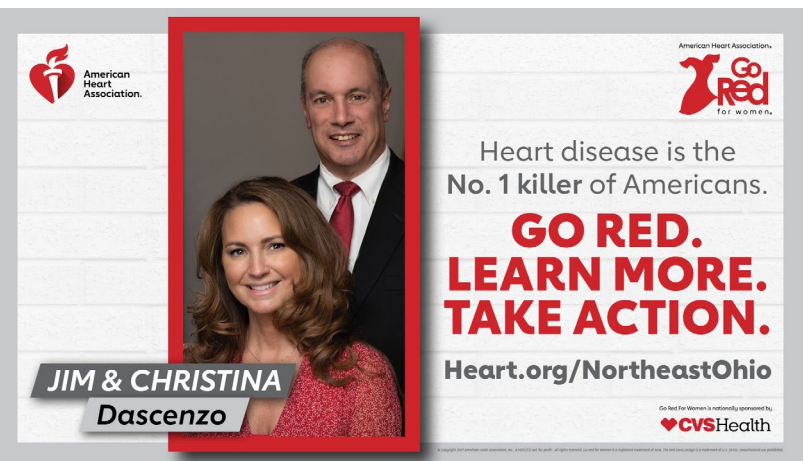
Corner of Pittsburgh Ave and Sylvan Rd – Wooster



SR 30 between crossroads of N Honeytown Rd & Hillcrest Dr. – Wayne



Corner of East Tallmadge Ave (Route 261) & Elma Street – Akron



Two PSAs are airing on all Rubber City Radio stations in Akron (WAKR, WONE, WQMX). One PSA promotes Wear Red Day, and the other provides heart health information for the community.

This ad, featuring our 2022 Tri-County Heart Ball co-chairs, is airing on Armstrong Cable in Youngstown throughout February.

