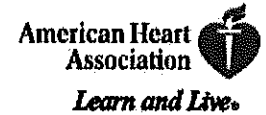




WHAT: **AMERICAN HEART ASSOCIATION 2010
EASTERN SOUTH DAKOTA START! HEART WALK & RUN**



WHEN: **Saturday, August 28, 2010**

- 8:00 a.m. Festivities Begin
- 9:00 a.m. 5K Wellmark Blue Cross Blue Shield Heart Run
- 9:15 a.m. 3-mile Walk Begins

HEART WALK.

WHERE: **Falls Park, Sioux Falls**

- Refreshments
- Live Music by the Andy Gibson Band
- Heart Health Information
- Blood pressure checks by SETI
- Hands-only CPR demos by Avera Heart Hospital
- Pet Spot: free treats for dogs!
- AED demos by Phillips/Respond Systems
- Massages and Tai Chi demonstration by Avera McKennan Fitness
- Kids Zone: Bounce Around Inflatables, Balloon Squad, exercise and nutrition education, Rural Metro Ambulance tours, Sioux Falls Fire Rescue Truck and Safety House tours, Sioux Falls Police Dept.
- Shoe Clinic by Runner's Block



WHY: The South Dakota Start! Heart Walk and Run educate South Dakotans about our risk of cardiovascular diseases & stroke, and what we can do to prevent them. Funds raised support medical research, public awareness, provider education & advocacy efforts of the American Heart Association.

WALK: There is no cost to participate in the Heart Walk, but we do encourage walkers to raise funds. Walkers can collect funds by asking for flat donations the old-fashioned way (telephone, mail, knocking on doors) or by creating their own fundraising website through www.southdakotaheartwalk.org. Walk goes through downtown and park.

5K RUN: \$35 fee will be waived if runners raise \$100 in donations. Route runs through Falls Park then north on the bike trail up the switchbacks and back to park. Winners for each gender receive shoes of their choice from Runner's Block. Sign up at www.southdakotaheartwalk.org.

CONTACT: Jen (Wahle) McKeown - (605) 310-8606 – jen.mckeown@heart.org

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