

SAMPLE PRESS RELEASE

(Insert Organization name) Joins Million Hearts™ to Save Lives from Preventable Heart Attacks and Strokes

(Insert City/State)- (insert organization name) today announced **(Insert event name)** to celebrate its new partnership to save a million lives from heart disease and stroke—the two of the leading causes of death in the United States. Americans suffer more than 2 million heart attacks and strokes each year, and many of the people who are at high risk for heart attack or stroke don't even know it.

“Too many men and women in our community are dying from heart disease and stroke,” said **(insert spokesperson’s name)**. “By raising awareness and helping people take simple steps—appropriate **A**spirin therapy, **B**lood pressure control, **C**holesterol management, and not **S**moking—we can all live healthier, more productive lives.”

On **(insert date)**, **(insert organization name)** will host **(insert event/activity name)** to be sure men and women in our community know their personal risk factors for heart disease and stroke and show them how to make it easier to adopt heart-healthy behaviors like reducing trans fat and sodium in their diets, not smoking, and talking to their health provider about controlling blood pressure and cholesterol and whether they should take an aspirin daily.

(Add information on date/time/location)

Activities like **(insert event name)** are how **(insert organization name)** will help Million Hearts™ prevent 1 million heart attacks and strokes over the next five years. The public-private Million Hearts™ initiative encourages everyone to become one in a million by taking the online pledge (<http://millionhearts.hhs.gov>). Million Hearts™ brings together communities, health systems, nonprofit organizations, federal agencies, and private-sector partners from across the country to fight heart disease and stroke by:

- Empowering Americans to make healthy choices such as stopping smoking and reducing sodium and trans fat in their diets. This can reduce the number of people who need blood pressure or cholesterol medications—and prevent heart attacks and strokes.
- Improving care for Americans have heart disease by encouraging a targeted focus on the “**ABCS**” – **A**spirin for people at risk, **B**lood pressure control, **C**holesterol management, and **S**moking cessation. The ABCS address the major risk factors for cardiovascular disease and can help to prevent heart attacks and strokes.

About Million Hearts™

Million Hearts™ was launched in September 2011 to prevent 1 million heart attacks and strokes over the next five years. The Centers for Disease Control and Prevention and the Centers for Medicare & Medicaid Services are the co-leaders of Million Hearts™ within the U.S. Department of Health and Human Services. Other participating federal agencies include the National Institutes of Health, the Agency for Healthcare Research and Quality, and the Food and Drug Administration. Key private-sector partners include the American Heart Association and YMCA, among others.

Heart disease and stroke are the first and fourth leading causes of death in the United States, making heart disease responsible for 1 of every 3 deaths in the country.

Million Hearts™ brings together heart disease and stroke prevention programs, policies, and activities to raise awareness among health care providers, private-sector organizations, policymakers, and consumers about what can be done to prevent heart disease and stroke in our nation, and help Americans live longer, healthier, more productive lives. To learn more about Million Hearts™ and to pledge your support, visit <http://millionhearts.hhs.gov>.

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