

SAVE1HEART IMPACT STATEMENT & REQUEST FOR ACTION

#ASCENDTHEMEMORY

CAMPAIGN HONORING HUNDREDS OF THOUSANDS TO
PROVIDE 500,000 FREE CARDIOVASCULAR SCREENINGS

Cardiovascular disease doesn't discriminate. Whether you're black / white, gay / straight, young / old, rich / poor, a genius or not, you're at risk for cardiovascular disease. Cardiovascular disease doesn't play favorites. It methodically picks its victims and it holds on tight. It is no longer a disease experienced by the old and sick, as it has now turned its attention to young adults and children. It accounts for 56% of sudden deaths affecting athletes between the ages of 17 and 24, 29% in African Americans, 54% high school students, 82% during physical competition/training, and 11% females.

To put things in perspective, imagine the horror and anger we experienced on September 11th when over 2,900 individuals died innocently. Now imagine that horror occurring every day. Would you be angry? Would you demand something be done? This is the cold hard reality in the world of cardiovascular disease, as it claims over 2,200 lives each day. Surely we haven't become immune to the idea that we will one day die of cardiovascular disease or that it's a normal part of life.

For too long, we have become an apathetic "so what" population:



2,200 / People a day

So What, that the United States has the highest cardiovascular death rate in the world



800,000

So What, that nearly a million people died last year in America alone



25% of GDP

So What, that the United States spends the most on health care, yet has the highest death rate



16,700,000

So What, that millions of people worldwide died last year



8,600,000

So What, that millions of those cardiovascular deaths were women



1 in 3

So What, that cardiovascular disease affects more people than you think worldwide

It's no longer a "so what" scenario, but a so when? Today we stop the "so what" and begin the discussion of so what can we do?

The Save1Heart #AscendTheMemory Balloon campaign pays tribute to over 450,000 individuals who have lost their lives to cardiovascular disease. Never before has a campaign collectively joined so many individuals to one endearing cause. Save1Heart will:

- **DONATE** one free cardiovascular screening per name inked on this one of a kind balloon, a value of 12.5 million dollars in free screenings.
- **REACH** over 2.9 million people throughout North America, starting in late Spring 2016 and our nationwide tour in 2016.
- **DRAW ATTENTION** to this disease and its non-discriminatory killing practices
- **PROVIDE** over 500,000 urban, inner-city, rural individuals a life-saving cardiovascular screening at no charge - who might not be able to afford such a testing opportunity.
- **SAVE** over 380,000 lives while eliminating the "so what" mentality.

To request an #AscendTheMemory sponsorship or involvement package, please visit: save1heart.com. Click on "Sponsor Opportunity or Get Involved" under the Save1Heart Balloon navigation link at the top of the page.

Please contact Save1Heart or Isaac Casados at +1/ 505.819.3870 or fdc@save1heart.com