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FOR IMMEDIATE RELEASE

A Gift of Love

Baton Rouge, LA – January 12, 2010 – A gift of love is one of the most heartfelt gifts you can share with others, and this Valentine’s weekend, Jump Start Your Heart, Incorporated invites you to share a gift of love at an evening of cocktails, dinner and dancing to live music by U4ria. The annual Valentine’s Gala will be held Saturday, February 13th at the Louisiana Old State Capitol, 100 North Boulevard in Baton Rouge, from 8:00 PM to 11:00 PM.

Jump Start Your Heart, Inc. is a non-profit organization striving to enhance the quality of life of competitive athletes one by one through the dynamic power of identifying cardiovascular abnormalities and detecting the obstructive form of hypertrophic cardiomyopathy, the most common cause of sudden death in young athletes. “Our community has already been affected by the loss of one of our own. In 2008, Shannon Veal, a local high school basketball standout, collapsed during her home court playoff game. Unfortunately, there are no recommended guidelines regarding enhanced cardiovascular screening in student athletes to include the two non-invasive diagnostic tests (ekgsl and echocardiograms) that our organization offers. It may not be recommended, but it is absolutely necessary,” exclaims Dr. Steven Kelley, interventional cardiologist and co-founder of Jump Start Your Heart, Inc.

The proceeds from the Jump Start Your Heart’s major fundraising event will be used to help purchase additional equipment and to continue providing non-invasive tests as part of competitive athletic screenings. According to Jump Start Your Heart’s executive director Danielle Kelly, “this is a wonderful event and a great way to kick off the Valentine’s Day celebration. Not only do the proceeds from this event help fill a need in our own community, but where else can you have an evening of great food and dancing while helping save lives. Remember, donations are tax deductible. It really does not get any better than this.”

For tickets and corporate sponsorship opportunities, please contact Jump Start Your Heart, Inc. at (225) 751-8684 or visit our web site, www.jumpstartyourheart.org.

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