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FOR IMMEDIATE RELEASE

### Jump Start Your Heart Valentine Gala

Baton Rouge, LA - February 11, 2009 – Jump Start Your Heart, Incorporated announces its first major fundraising event Saturday, February 14th from 8:00 PM to 12 AM at the Holiday Inn South, 9940 Airline Highway in Baton Rouge. Gala supporters will enjoy an evening of cocktails, dinner and dancing. A champagne toast will open the dance floor as the guests experience live music by Harry Anderson.

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. “Decreasing the occurrence of deaths due to cardiovascular abnormalities by educating athletes, their families, athletic staffers, and the public as a whole on the importance of cardiovascular participation screening, heart disease, nutrition and exercise” is the reason Danielle Kelley, Executive Director and her husband, Dr. Steven E. Kelley founded Jump Start Your Heart, Inc.

“It is estimated that there is an incidence of 1:100 ratio of hypertrophic heart disease in athletes. Unfortunately, this condition can be fatal. There could be a significant reduction in the number of premature deaths from cardiovascular anomalies in athletes with advanced testing, and the proceeds from the Valentine Gala will help us save lives,” responds Dr. Kelley when questioned as to the importance of the gala. Proceeds from the gala will be used to help provide non-invasive diagnostic tests as a part of competitive athletic screenings, promote education about heart disease, nutrition and exercise for young athletes, provide education, equipment and training (e.g. CPR, Automatic External Defibrillator) to the medical related and/or coaching staff who work with athletes, and heighten awareness and protect against sudden cardiac arrest and life threatening arrhythmias and their incidence within our community.

For reservations and more information, please contact Jump Start Your Heart, Inc. at (225) 751-8684 or visit our web site, [www.jumpstartyourheart.org](http://www.jumpstartyourheart.org).

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