

American Heart Association's 2015 Southern Tier Heart Walk Kick-Off

January 29, 2015

In celebration of the American Heart Association's 2015 Southern Tier Heart Walk, volunteers, team captains, and corporate donors came together Jan. 28 at SUNY Broome's Decker Health Science Center to kick-off this year's event. The Southern Tier Heart Walk is scheduled for Sunday, April 12, at its new location at the SUNY Broome Ice Center.

Heart Walk Chairman Howie Meller, President and CEO of GHS Federal Credit Union, thanked attendees for being part of the Heart Walk.

"The Heart Walk gives us a chance to make an impact on the health of the Southern Tier. Money raised at the walk helps fund lifesaving research, education, and advocacy programs that help us all," he said. "Our community's health is why this event is so important."

The Southern Tier Heart Walk is sponsored by presenting sponsor GHS Federal Credit Union. Local major sponsors include Cardiology Associates, DoubleTree by Hilton Binghamton, eni, Excellus BlueCross BlueShield, Guthrie, Horizons Federal credit Union, On Point Productions, and Visions Federal Credit Union. The Heart Walk is sponsored nationally by SUBWAY® Restaurants. Media sponsors are Magic 101.7, FOX 40 WICZ, Press & Sun Bulletin, and WNBF.

Highlights from Wednesday evening's launch party include:

- Registration is now open for the Heart Walk on April 12. Participants and teams can register at www.southerntierheartwalk.org
- The Southern Tier Heart Walk fundraising goal is \$250,000
- Follow along throughout the 2015 Southern Tier Heart Walk season on social media with #BingHeartWalk on www.twitter.com/HeartCNY and www.facebook.com/americanheartnewyork.

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