

January 30, 2017

February is American Heart Month West Jefferson's is Calling TV News Personalities to Join the **Jump Rope Challenge**

What: In observance of American Heart month, West Jefferson Medical Center (WJMC) is inviting all TV news personalities to enter our Jump Rope Challenge!

JUMP ROPE CHALLENGE

Whoever logs the most number of full jumps, in a 2-minute period, will be awarded the following:

- Crowned Cardiovascular King or Queen of Nola
- Earn bragging rights on social media
- Help raise awareness of the disease, and
- Win 2 prizes (Surprise gift cards)

When: **Tuesday, February 7 • 10:30am**

Where: West Jefferson Fitness Center – Marrero (Next to the Physicians' Office Building)
1121 Medical Center Blvd
Marrero, LA 70072

RSVP: Let us know you're coming! Please email me: Taslin.Alfonzo@lcmchealth.org

Photo op: Feature yourself and your station taking part in raising awareness for American Heart Month via video, social media, etc.

Interviews: Cardiologist and heart disease survivors available for on-camera interviews all of February.

Why:

Heart Disease is the #1 Killer of Men and Women in the United States, more than 610,000 Americans die from heart disease each year—that's 1 in 4 deaths, according to the Centers for Disease Control and Prevention (CDC). West Jefferson is proud to help raise awareness and help fight this disease by providing a Heart Health Fair with free screenings. West Jeff is also proud of recently being honored with the following award in heart care:

-One of only 223 hospitals nationwide to receive the American College of Cardiology's NCDR ACTION Registry-GWTG Platinum Performance Achievement Award for 2016. The award recognizes our commitment and success in implementing a higher standard of care for heart attack patients as outlined by the American College of Cardiology/American Heart Association clinical guidelines and recommendations.