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FOR IMMEDIATE RELEASE

Children's Cardiomyopathy Foundation Shines Spotlight on Devastating Children's Heart Disease *Children's Cardiomyopathy Awareness Month Urges Families to #KnowYourHeart*

TENAFLY, N.J.—September 1, 2016—This September, the Children's Cardiomyopathy Foundation (CCF) is celebrating Children's Cardiomyopathy Awareness Month to educate the public about pediatric cardiomyopathy, a chronic and potentially life-threatening heart disease that affects how the heart muscle pumps blood.

Cardiomyopathy is the number one cause of sudden cardiac arrest (SCA) and heart transplants among young people. According to the Centers for Disease Control and Prevention, approximately 2,000 people younger than age 25 die of SCA every year in the United States. SCA is also the leading cause of death on school property, but it can be prevented if dangerous heart conditions such as cardiomyopathy are detected and managed properly. Children's Cardiomyopathy Awareness Month educates the public on the signs, symptoms and risk factors associated with cardiomyopathy, helping to identify more undiagnosed, at-risk children so that they can get the appropriate medical treatment.

Protecting children with cardiomyopathy from pre-mature death is a top priority for CCF — a national organization founded by Lisa Yue, a mother who lost two young children to the heart disease. Determined to prevent other families from experiencing the same tragedy, she formed CCF in 2002 to focus on research, education, family support and awareness of cardiomyopathies affecting children.

"Cardiomyopathy is difficult to detect and if not diagnosed the consequences can be devastating," said Lisa Yue, founding executive director of CCF. "We urge physicians, nurses, coaches, teachers and community leaders to unite this September to educate the public on the signs, symptoms and risk factors for cardiomyopathy."

Lindsay Davis, former Miss Ohio, was training to be a professional dancer when she was diagnosed with hypertrophic cardiomyopathy (HCM) at age 17. She has since made it her mission to raise awareness of the disease that ended her ballet career. "In my research, I was shocked to learn that 72 percent of young people who died from SCA had recognizable symptoms that went unnoticed," said Lindsay. "Children's Cardiomyopathy Awareness month is important for highlighting the symptoms to watch out for."

CCF will celebrate the awareness month with the 2nd Annual Walk for a Cure in New Jersey. The Foundation, along with such partners as the American Academy of Pediatrics, American College of Cardiology, Centers for Disease Control and Prevention, National Alliance for Youth Sports, National Association of School Nurses, and American Public Health Association, will celebrate the month with 30 days of educational activities to encourage the public to #KnowYourHeart. Visit CCF's website for more information and a full list of partners: www.childrenscardiomyopathy.org

About The Children's Cardiomyopathy Foundation

The Children's Cardiomyopathy Foundation (CCF) is a national non-profit organization dedicated to finding causes and cures for pediatric cardiomyopathy. CCF started in 2002 with one family's determination to call attention to this poorly understood heart disease and to take action on the lack of medical progress and public awareness. Since then, CCF has grown into a global community of families, physicians and scientists focused on improving diagnosis, treatment and quality of life for children affected by cardiomyopathy, and has committed more than \$10 million to research and treatment initiatives.

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