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FOR IMMEDIATE RELEASE

Children's Cardiomyopathy Foundation Teams up with 17 Organizations to Call Attention to Deadly Heart Disease

Families Urged to #KnowYourHeart during Children's Cardiomyopathy Awareness Month in September

TENAFLY, N.J.—September 1, 2020— The Children's Cardiomyopathy Foundation (CCF) is taking the lead in promoting Children's Cardiomyopathy Awareness Month in September and working with leading health and school organizations to bring attention to pediatric cardiomyopathy, a chronic and potentially life-threatening disease that affects the heart's ability to pump blood through the body. The awareness month calls attention to the signs, symptoms, and risk factors for cardiomyopathy and sudden cardiac arrest.

Diagnosing children with cardiomyopathy can be challenging because symptoms are not always obvious. Often referred to as a "silent killer," those with cardiomyopathy who are not diagnosed face a higher risk of sudden cardiac death, particularly if they are a competitive athlete. According to the American Heart Association, each year more than 7,000 children age 18 years and younger suffer a sudden cardiac arrest (SCA), and 90% are fatal.

The Children's Cardiomyopathy Awareness Month encourages parents, physicians, nurses, coaches, teachers, and community leaders to be aware of the signs and symptoms of cardiomyopathy in order to identify at-risk children and direct them to the appropriate medical care. Increased attention in this area can help to prevent sudden death.

Awareness month was launched in 2014 by the Children's Cardiomyopathy Foundation, a national nonprofit founded in 2002 by Lisa Yue, a mother who lost two children to cardiomyopathy. "As students head back to school in September, we encourage parents and school officials to learn more about pediatric cardiomyopathy and to be prepared for any cardiac emergency," said Yue. "We also want to highlight the importance of knowing your family's history of cardiovascular disease to assess your risk level. Many times, families are unaware if someone in their family had a heart condition and died young or suddenly."

CCF is raising awareness with 17 national partners, such as the American Heart Association, American Academy of Pediatrics, National Association of School Nurses, and National Alliance for Youth Sports. Throughout the month, CCF and partners will be engaging in a number of awareness activities to educate others about the seriousness of cardiomyopathy and the measures that need to be taken to protect youth from sudden cardiac death. This also includes encouraging families to #KnowYourHeart and learn about their family's cardiac health history. Visit CCF's website at childrenscardiomyopathy.org for more information and a list of participating awareness month partners.

About the Children's Cardiomyopathy Foundation

The Children's Cardiomyopathy Foundation (CCF) is a national organization focused on finding causes and cures for pediatric cardiomyopathy. The Foundation was established in 2002 to accelerate research and education, increase public awareness and advocacy, and offer support services to affected families. Since then, CCF has grown into a global community of families, physicians, and scientists, raising more than \$15 million in support of its mission.

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