

Cheerios® is looking for everyday heroes who lead the fight against heart disease

Written by

Monday, 02 March 2009 18:50

Calling all heroes, Cheerios is searching for heart-inspiring people who fight against heart disease each and every day. In America, heart disease continues to be the leading cause of death among women, particularly among African-American women, who are at the greatest risk for cardiovascular disease than any other ethnic group[1]. In response to this alarming statistic, Cheerios is once again asking for nominations for the Cheerios Sisters Saving Hearts Award that honors individuals or service organizations that have made a difference in the African-American community.

Do you know someone who has gone above and beyond to help fight the battle against heart disease or have you given your heart and soul to save others? Cheerios Sisters Saving Hearts, a grassroots grant-giving initiative, is searching for heart-inspiring people who help eradicate this curable disease. Now in its third year, Sisters Saving Hearts will honor five heart-inspiring individuals or service organizations that have dedicated their time, talents and passion to fight heart disease in their local communities with a \$5,000 grant to the charity of their choice.

From now until March 15, 2009, help Cheerios spread awareness and fight the leading killer among women in America by nominating a heart hero in your community. To nominate an individual or organization, complete an online or mail-in entry form explaining how the nominee has impacted others or improved the community on behalf of heart disease prevention. Nominees must be at least 18 years of age and can be a friend, family member, colleague, organization or yourself. The five honorees will be selected by a panel of judges based on the honoree's community impact, activities on behalf of heart disease and cholesterol and number of individuals helped/served by the honoree's actions.

"We are devoted to promoting healthy lifestyles and know how important education is in the fight against heart disease," said Jeff Hingher, Cheerios Marketing. "The Cheerios Sisters Saving Hearts initiative also helps arm Americans with useful information on heart disease prevention and provides steps to a heart-healthy lifestyle via diet and exercise as well as regular cholesterol and blood pressure screenings."

In addition to the Sisters Saving Heart grant initiative, you can also help others receive free cholesterol screening for women in need through the Cheerios Circle of Helping Hearts® program. Now through January 31st, 2010, for every code entered at www.cheerioshelpinghearts.com, Cheerios will donate \$1, up to \$200,000, to raise awareness for heart disease and provide free cholesterol screenings for women in need, through its partnership with WomenHeart. Codes will be featured inside specially marked boxes of Cheerios cereal.

For more information about Cheerios Sisters Saving Hearts grants and nominations or about the Cheerios Circle of Helping Hearts, please visit www.SistersSavingHearts.com or www.CheeriosHelpingHearts.com.

Source: American Heart Association, Heart Disease and Stroke Statistics – 2008 Update