

AMERICAN HEART ASSOCIATION ATTEMPTS WORLD RECORD

AHA Supporters Attempt Record-Setting 16 Hours on a Treadmill to Launch New Start! Walking Program

**VIDEO FEEDS TUESDAY, JANUARY 6, at 9:30 AM and 2:45 PM ET and
WEDNESDAY, JANUARY 7 at 1:30 PM ET**

The American Heart Association will attempt to set a new record, potentially to be listed in the Guinness Book of World Records, with pairs of people walking consecutively on treadmills. The walkers will have to achieve the 16 hour mark in order to set the record.

The event, which will be held in New York City's Grand Central Station, coincides with the launch of a new online tool for the American Heart Association's Start! initiative. Start! encourages Americans to walk as a way to live longer, healthier lives.

Why walk?? The American Heart Association champions walking because it has the lowest dropout rate out of any physical activity, and it can be done anywhere at any time. According to one study, for every hour of regular vigorous exercise, such as very brisk walking, some adults may gain up to two hours of life expectancy. Other studies have shown that 30 minutes of moderate to vigorous physical activity a day can reduce your risk of coronary disease, improve blood pressure and blood sugar levels, help maintain body weight, lower your risk of obesity and reduce the risk of osteoporosis, breast and color cancer and type 2 diabetes.

Research shows that American adults are 76 percent more likely to walk if someone else is counting on them, so the American Heart Association is launching an online community of virtual walking buddies, or "sole-mates" in time to help us stick to our New Year's resolutions.

The MyStart! Online Community encourages walkers to connect with others — whether from the neighborhood or on the other side of the country — to stay on track with a walking program, which is proven to have the lowest drop-out rate of any physical activity.

This video package will feature footage from the record-setting event as well as soundbites from doctors, nutritionists, walkers and celebrities including **Joy Bauer, a nutritionist, author and nutrition/health expert** for the *TODAY* show, **Dr. Timothy J. Gardner, president of the American Heart Association, and Jared Fogle, Subway Spokesperson.**

This video is provided by the American Heart Association. For more information, go to: www.heart.org/start.

Via Satellite, C-Band Feed:

TUESDAY, JANUARY 6	9:30 – 9 45 AM ET	Galaxy 28C Tr. 15 DL: 4000 V
TUESDAY, JANUARY 6	2:45 – 3:00 PM ET	Galaxy 28C Tr. 15 DL: 4000 V
WEDNESDAY, JANUARY 7	1:30 – 1:45 PM ET	Galaxy 28C Tr. 19 DL: 4080 V

Technical Info *DURING FEED ONLY*, NBN TOC, 212 - 684 – 8910, ext. 221

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