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## FOR IMMEDIATE RELEASE

### **Children's HeartLink Partners with Lunds and Byerly's for Sixth Annual Heart to Heart Campaign**

*Proceeds from a special Valentine's Day dessert directly benefit  
Children's HeartLink's international partner hospitals.*

**MINNEAPOLIS, Minn. (January 30, 2012)** -- [Children's HeartLink](#), a nonprofit organization partnering with health care centers in underserved regions of the world to promote sustainable cardiac care for children with congenital or acquired heart disease, has teamed up with sponsors [Lunds and Byerly's](#), Pepsi Bottling Group, [Caribou Coffee](#), [Frito-Lay](#), [Malt-O-Meal](#) and the [Star Tribune](#) for the [2012 Heart to Heart Campaign](#).

“With the generosity of Lunds and Byerly's, we are thrilled to be offering this special Valentine's treat to all of their customers,” said Elizabeth Perlich Sweeney, president of Children's HeartLink. “Up to \$10,000 of the proceeds from the \$5.99 tiramisu will benefit Children's HeartLink's efforts in supporting partner hospitals around the world. Along with our medical volunteers, we help provide quality and sustainable cardiac care to children with heart disease, as well as training and education to the local medical teams. We want to thank our sponsors, as well as the Twin Cities community, for making this mission possible.”

From February 2-15, Lunds and Byerly's grocery stores in the Twin Cities and St. Cloud will be offering “Tiramisu for Two,” a specialty dessert located in the refrigerated bakery section. On Saturday, February 11, from 11 a.m. to 2 p.m. each Lunds and Byerly's location will be offering Tiramisu for Two samples. Customers can stop by to taste the dessert and chat with local media and sport celebrities who will be appearing at select stores from noon – 1 p.m. For the duration of the campaign, customers will also have the opportunity to make a direct donation when they check out.

Additionally, Children's HeartLink is running a photo contest on their [Facebook](#) page. Fans of the page will have the opportunity to win a Kindle Fire, after submitting a photo of themselves answering a heart-related question. The contest launches on February 1 and ends on Valentine's Day.

#### **About Children's HeartLink**

Founded in 1969, Children's HeartLink is a nonprofit organization partnering with health care centers in underserved regions of the world to promote sustainable cardiac care for children with congenital or acquired heart disease. Congenital heart disease is the world's most common major birth defect, affecting one in every 120 children. Nearly 90 percent of those newborns are in areas of the world where appropriate medical care is inadequate or unavailable. Children's HeartLink currently supports partner hospitals and programs in the following countries: Brazil, China, Ecuador, India, Malaysia, South Africa, Ukraine and Vietnam. For more information on Children's HeartLink, please visit [www.childrensheartlink.org](http://www.childrensheartlink.org).

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