

Contact: Carrie Ellis
Children's HeartLink
carrie@childrensheartlink.org
952.928.4860 ext. 16



FOR IMMEDIATE RELEASE

Lunds and Byerly's partner with Children's HeartLink, supporting cardiac treatment for children in developing countries

Special Valentine's Day dessert transforms hearts and lives of children with heart disease

Minneapolis, Minn. (Jan. 20, 2010) — Give the perfect Valentine's Day gift to your loved one this year while helping to save the life of a child. Around the world, one in 120 children is born with a heart defect. Ninety percent of those newborns are in areas of the world where appropriate medical care is inadequate or unavailable. To raise awareness and funds this February, Children's HeartLink has once again teamed with Lunds and Byerly's, Pepsi Bottling Group and Caribou Coffee.

From February 1-14, Twin Cities metro area Lunds and Byerly's grocery stores will be offering "Tiramisu for Two" with proceeds from purchases benefiting Children's HeartLink. This special dessert, available in the bakery section, will sell for \$5.99. On Saturday, February 13, 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, meet local celebrities and pick up a free heart-healthy recipe booklet. Heart to Heart teddy bears will also be on sale for \$10 with proceeds benefiting Children's HeartLink.

For more information, go to www.childrensheartlink.org/valentines.

"Children's HeartLink is so thankful to Lunds and Byerly's for partnering with us on our Valentine's campaign again this year," said Elizabeth Perlich Sweeney, president of Children's HeartLink. "Their support, along with that from Pepsi Bottling Group and Caribou Coffee, enables us to drive a greater percentage of the campaign's proceeds into our programs in medically underserved regions around the world, helping to save the lives of many more children."

About Children's HeartLink

Founded in 1969, Children's HeartLink is a medical non-governmental organization working in partnership with health care centers in underserved regions of the world to promote sustainable cardiac care for children with congenital or acquired heart disease. Children's HeartLink currently supports partner hospitals and programs in nine countries: Brazil, China, Ecuador, India, Kenya, Malaysia, South Africa, Ukraine and Vietnam. The organization is headquartered in Minneapolis, Minnesota. See www.childrensheartlink.org for more information.

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