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FOR IMMEDIATE RELEASE

Lunds and Byerly's Partner with Children's HeartLink to Help Children with Heart Disease in Developing Countries

Proceeds from a special Valentine's Day dessert directly benefit Children's HeartLink's partner hospitals around the world

Minneapolis, Minn. (Jan. 31, 2011) — 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 live 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 Signature Sponsors Lunds and Byerly's, Pepsi Bottling Group, and Caribou Coffee with additional support from Frito Lay, Star Tribune and Tiger Oak Publications for the 2011 Heart to Heart Campaign.

From January 29 – February 16, Lunds and Byerly's grocery stores in the Twin Cities and St. Cloud will be offering "Tiramisu for Two." This special dessert, available in the refrigerated bakery section, is available for \$5.99. All proceeds (up to \$10,000) benefit Children's HeartLink's efforts to help partner hospitals around the world provide quality cardiac care to children with heart disease. On Saturday, February 12, 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 pick up a free Valentine recipe card, with a recipe from local baker Solveig Tofte of Sun Street Breads. Local celebrities will also be appearing at select stores from noon – 1 p.m. For the duration of the campaign, direct donations to Children's HeartLink can also be made at checkout.

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

About Children's HeartLink

Founded in 1969, Children's HeartLink is a nonprofit 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 partners with health care providers in medically underserved areas, empowering local hospitals to care for children in their region with consistent, quality and sustainable pediatric cardiac services.

See www.childrensheartlink.org for more information.

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