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The American Heart Association/American Stroke Association announces premier partnership with Tri-City Medical Center

SAN DIEGO (NOV 10) – The American Heart Association San Diego Division is excited to announce Tri-City Medical Center as San Diego's first ever "Life is Why" cause sponsor. This new three-year partnership is aimed at increasing heart health awareness across the North County region, with the goal of building healthier lives from cardiovascular disease and stroke.

"Tri-City Medical Center is excited to collaborate with the American Heart Association/American Stroke Association to educate North County San Diego residents about America's leading killers - heart disease and stroke. By working together, we hope to improve San Diego's cardiovascular health," said Steve Dietlin, CEO of Tri-City Medical Center.

The American Heart Association's "Life is Why" campaign offers a simple, yet powerful answer to the question of why San Diegans should all strive to be as healthy as they can be in heart and in mind. Tri-City Medical Center and the AHA/ASA are united in their efforts to meet the communities of North County San Diego where they are at, and partner with individuals alongside their personal journey with heart health. This partnership will allow much needed heart-healthy resources and education to be invested across North County, making it easier for families to live longer and healthier lives.

"We are very excited about this collaboration with Tri-City Medical Center, and working jointly with them to improve the cardiovascular health of the region," said Dr. Lee Rice, CEO/Medical Director of Lifewellness Institute and American Heart Association/American Stroke Association San Diego Division Board Chair. "Tri-City Medical Center and their employees are so deeply committed to our mission. This collaboration will allow us to reach more people across San Diego."

A major element of the partnership will be the expansion of the AHA/ASA's largest community awareness and fundraising event, the Heart Walk, into North County with a new event expected to launch in the fall of 2017. "Our San Diego Heart Walk draws over 11,000 people so we are tremendously excited for the opportunity to engage even more North County employers and residents through this new event," Dr. Rice added.

For more information about Life is Why, please contact the American Heart Association San Diego Division at (858) 410-3850.

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About the American Heart Association

The American Heart Association is devoted to saving people from heart disease and stroke – the two leading causes of death in the world. We team with millions of volunteers to fund innovative research, fight for stronger public health policies, and provide lifesaving tools and information to prevent and treat these diseases. The Dallas-based association is the nation's oldest and largest voluntary organization dedicated to fighting heart disease and stroke. To learn more or to get involved, call(858) 410-3850, and follow us on <u>Facebook</u> and <u>Twitter</u>.

About Tri-City Medical Center

Tri-City Medical Center, founded in 1961, is a Gold Seal-approved, full-service, acute-care hospital with 397 beds and over 700 physicians practicing in 60 specialties, including women's health, NICU robotic surgery, cancer, orthopaedics and emergency care. Located in Oceanside, California, Tri-City Medical Center serves San Diego County's coastal communities of Oceanside, Carlsbad and Vista, as well as the surrounding region. The hospital also owns and operates nearby outpatient services and the Tri-City Wellness Center that is recognized as one of the best wellness centers in San Diego County. For more information about Tri-City Medical Center, please visit <u>www.tricitymed.org</u>.