



For Immediate Release
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American Heart Walks a Huge Success **MAMSI Health Plans Sponsors Local television Campaign to Help Promote** **Heart-Healthy Messages**

Washington, D.C., October 28, 1999 – The American Heart Association today announced that the six metropolitan area American Heart Walks attracted approximately 8,500 walkers and raised a record \$755,000 for the fight against heart disease and stroke.

The walks, which take place each fall, are an opportunity for companies, organizations and community members to sponsor and participate in the events which benefit the American Heart Association whose mission is to reduce death and disability from cardiovascular diseases and stroke.

This year, Mid Atlantic Medical Services, Inc. (MAMSI) joined American Heart Walk for the first time by sponsoring a television campaign. "The campaign was aimed at teaching people the risk factors for cardiovascular disease," said Mark D. Groban, M.D., MAMSI's Chairman of the Board. "We felt it was important for members of the community to know what they could do to improve their health, and walking is heart healthy. By providing prevention messages and encouraging individuals to walk and get some regular exercise, we hope to positively impact lives," he added. MAMSI is one of the mid-Atlantic region's largest managed care companies with over 1.8 million members in Maryland, Washington D.C., Virginia, West Virginia, Delaware and North Carolina.

The American Heart Association recommends 30-60 minutes of vigorous physical activity most days of the week in order to reduce and/or maintain blood pressure, cholesterol and weight, improve sleep, reduce stress and possibly help individuals quit smoking.

The American Heart Association spent more than \$312 million during fiscal year 1997-98 on research support, public and professional education, and community programs. With more than four million volunteers, the AHA is the largest voluntary health organization fighting heart disease, stroke and other cardiovascular diseases, which annually kill more than 959,000 Americans.

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