



The American Heart Association spearheads a week of appreciation with healthy meal delivery to workers on the frontline of COVID-19 to UR Medicine & Rochester Regional Health with community partners beginning on Monday April 27<sup>th</sup>

ROCHESTER, NY April 24, 2020— The American Heart Association, the world's leading nonprofit organization focused on heart and brain health for all, is spearheading healthy meal deliveries in Rochester, New York to healthcare workers on the frontline of COVID-19 at UR Medicine and Rochester Regional Health hospitals on Monday, April 27<sup>th</sup>. 'Heat and eat' meals from Project Lean Nation were made possible by A.R. Arena Products, Bergmann, Bonduelle, CPL, Consiliarium Group, Constellation Brands, Excellus BCBS, LeChase and William N. LaForte, Esq. As a science-based healthcare organization, the American Heart Association and community partners want to ensure these heroes prioritize their health and have healthy food options as they take care of others.

"It fits with our commitment to make plant-based foods and healthy eating habits accessible to everyone and with our dedication to put our people and our communities at the heart of everything we do," Paul DiGenova, VP Supply Chain, Bonduelle North America.

"The Consiliarium Team recognizes and truly appreciates all the workers on the front-line in our community and across all communities for the sacrifices made every day, especially during this pandemic," Jennifer Graney, Partner, Communication & Engagement Practice Leader, Consiliarium Group.

"We at Project Lean Nation are honored to join forces with the American Heart Association and their generous contributors to get healthy meals to these heroes," Tim Dougherty, Owner Project Lean Nation.

#### American Heart Association & COVID-19

The American Heart Association is deeply concerned about the public health crisis facing our country. Our mission – *to be a relentless force for a world of healthier, longer lives* – for everyone, everywhere, is more important than ever. Millions of people are counting on us for science-based information, health resources, community programs and patient support. We are continuing our mission-critical work in these challenging times and we know that people with cardiovascular and cerebral diseases are more likely to be seriously impacted by the virus than others.

- We're providing trusted, science-based tools and resources to empower you to take charge of your health and well-being. Check our website, [www.heart.org](http://www.heart.org) for the most up-to-date information.

- We have fast-tracked a special \$2.5 million fund for rapid response scientific research projects to investigate the specific cardiovascular implications of coronavirus, investing in short-term projects that can turn around results quickly - within 9-12 months.
- Emergencies don't stop for COVID-19; certain heart and stroke symptoms require immediate medical intervention, and every second matters. Calling 9-1-1 at the first sign of heart attack, stroke, or cardiac arrest saves lives. Fast access to medical treatment is the No. 1 factor for surviving a cardiovascular event.
- We continue to support 2,500 hospitals through our [Get With The Guidelines®](#) platform to ensure patients receive the most current health care based on the very latest science. This technology has expanded to include COVID-19 to help collect data to improve treatments, particularly as we look at the racial and ethnic disparities of this virus.
- We are working diligently to provide reliable, science-based information for the approximately 120 million people in the United States who currently have one or more cardiovascular conditions and who already may be at higher risk for COVID-19 complications. And have moved our school-based curricula to a virtual platform for youth and parents.
- We are working at the federal, state and community levels in support of public policies that help to ensure families have access to health care and financial security so they can protect and promote their own health in the face of COVID-19. Lend your voice and become an advocate at [www.yourethecure.org](http://www.yourethecure.org).
- We are continuing to work with local entrepreneurs and small businesses in communities everywhere – especially those that are the most vulnerable – focused on improving [social determinants of health](#) by addressing issues of social cohesion, housing and food access for those most at risk. For more information visit EmPOWERED to Serve - <https://www.empoweredtoserve.org/>

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#### About the American Heart Association

The American Heart Association is a leading force for a world of longer, healthier lives. With nearly a century of lifesaving work, the association is dedicated to ensuring equitable health for all. We are a trustworthy source empowering people to improve their heart health, brain health and well-being. We collaborate with numerous organizations and millions of volunteers to fund innovative research, advocate for stronger public health policies, and share lifesaving resources and information. Connect with us on [heart.org/rochesterny](http://heart.org/rochesterny), [Facebook](#), [Twitter](#) or by calling #585.371.3227.