



Contact: Sheila Gibbons
Tel: 866-808-2873 x.902
Email: sgibbons@childrenscardiomyopathy.org

FOR IMMEDIATE RELEASE

Children's Cardiomyopathy Foundation Shines Spotlight on Devastating Children's Heart Disease *Children's Cardiomyopathy Awareness Month Urges Families to #KnowYourHeart*

TENAFLY, N.J.—September 1, 2017—This September, the Children's Cardiomyopathy Foundation (CCF) is celebrating Children's Cardiomyopathy Awareness Month to educate the public about pediatric cardiomyopathy, a chronic and potentially life-threatening heart disease that affects the heart muscle's ability to pump blood through the body.

Cardiomyopathy is the number one cause of sudden cardiac arrest (SCA) and heart transplants among young people. According to the Centers for Disease Control and Prevention, approximately 2,000 people younger than age 25 die of SCA every year in the United States. SCA is also the leading cause of death on school property, but it can be prevented if inherited conditions such as cardiomyopathy are detected and managed properly. Children's Cardiomyopathy Awareness Month educates the public on the signs, symptoms and risk factors associated with cardiomyopathy so that undiagnosed, at-risk children can be identified and receive the appropriate medical treatment.

Protecting children from premature death is a top priority for CCF — a national organization founded by Lisa Yue, a mother who lost two young children to cardiomyopathy. Determined to help other families avoid the same tragedy, she formed CCF in 2002 to focus on research, education, and awareness of cardiomyopathies affecting children.

"Cardiomyopathy is difficult to detect and if not diagnosed the consequences can be devastating for a family," said Lisa Yue, founding executive director of CCF. "We urge physicians, nurses, coaches, teachers and community leaders to unite this September to educate the public on the signs, symptoms and risk factors for cardiomyopathy."

Similar to Ms. Yue, Julie Skinner of Pennsylvania lost her child, 1-month-old Noah, after undergoing a heart transplant due to cardiomyopathy. "My husband and I were so hopeful that the transplant would be the answer for Noah and our family," says Julie. "But the new heart did not function properly and Noah passed away in October 2015. Children's Cardiomyopathy Awareness Month shines a light on an unrecognized heart condition that requires more research to find better treatments. A new heart should not be the only option for kids with cardiomyopathy."

CCF will celebrate awareness month with partners such as the American Academy of Pediatrics, American Heart Association, Centers for Disease Control and Prevention, National Association of School Nurses, National Athletic Trainers' Association, and Sudden Cardiac Arrest Foundation. In addition to 30 days of educational activities aimed at getting the public to #KnowYourHeart, CCF will host the 3rd Annual Walk for a Cure in New Jersey. Visit CCF's website for more information and a full list of partners: www.childrenscardiomyopathy.org

About The Children's Cardiomyopathy Foundation

The Children's Cardiomyopathy Foundation (CCF) is a national non-profit organization dedicated to finding causes and cures for pediatric cardiomyopathy. CCF started in 2002 with one family's determination to call attention to this poorly understood heart disease and to take action on the lack of medical progress and public awareness. Since then, CCF has grown into a global community of families, physicians and scientists focused on improving diagnosis, treatment and quality of life for children affected by cardiomyopathy, and has committed more than \$12 million to research and treatment initiatives.

P.O. Box 547 • Tenafly, New Jersey • 07670 • Toll-free 866.808.CURE • childrenscardiomyopathy.org



Skinner family at CCF's 2016 Walk for a Cure in Pennsylvania

Editor's Note: Skinner family photo file also sent as an email attachment.