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MEDIA ADVISORY

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Northwest Arkansas Heart Ball to Celebrate and Raise Funds for the American Heart Association

WHAT: The American Heart Association will host the annual Northwest Arkansas Heart Ball in Rogers, Arkansas to celebrate the success in funding science and driving change for heart research. This event will feature a silent auction, engaging program, live auction, and open your heart moment. The ball is just one of the many unique events held nationwide as part of the mission to save and improve lives.

WHO: Members of the community are welcome to join and participate in this years Heart Ball. Deven Daehn, executive director of the Northwest Arkansas American Heart Association, Sheila Gamble, Heart Ball co-chairperson, and Minima Shekhar, Hear Ball co-chairperson, will be in attendance along with Eric Musselman, head coach of the Arkansas Razorbacks Basketball Team.

WHERE: The Rogers Convention Center, 3303 S Pinnacle Hills Pkwy Rogers, AR 72758

WHEN: February 24, 2023 at 6 p.m.

WHY: The American Heart Association is celebrating 99 years of saving lives. Together, we are relentlessly focused on the heart of our community. Through our Heart Ball campaigns, we celebrate our collective success in driving change, funding science and improving behaviors – no matter where, or how, we gather. That means taking our efforts beyond the ballroom, working every day to help every heart.

In more than 150 communities across the country, Heart Ball supporters unite with a shared purpose to raise the critical funds we need to ensure our work continues. Throughout our campaign we celebrate our milestones, we thank our sponsors and we honor our heroes. We come together to achieve something bigger than ourselves. **We live fierce and fight for all**

ABOUT: The American Heart Association is a relentless force for a world of longer, healthier lives. We are dedicated to ensuring equitable health in all communities. Through collaboration with numerous organizations, and powered by millions of volunteers, we fund innovative research, advocate for the public's health and share lifesaving resources. The Dallas-based organization has been a leading source of health information for nearly a century. Connect with us on heart.org, [Facebook](https://www.facebook.com/heart.org), [Twitter](https://twitter.com/heart.org) or by calling 1-800-AHA-USA1

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