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FOR IMMEDIATE RELEASE

GOVERNOR DANIEL P. MALLOY PROCLAIMS AUGUST 13, 2011 HEART DISEASE AWARENESS DAY  
“In Honor and Recognition of CHARLIE’s Ride”

**ELLINGTON, CONN., August 1, 2011** – “In honor and recognition of CHARLIE’s Ride” – an acronym for Cardiac Health Advocates Remembering Loved-ones Impacted Everywhere – Governor Daniel P. Malloy has declared August 13, 2011 Heart Disease Awareness Day in the State of Connecticut. CHARLIE’s Ride is a charity motorcycle ride established in loving memory of Charlie Lewandoski who lost his 20-year battle with heart disease in July 2009 and for others just like him. Created by Charlie’s daughter, Beth Hensel, CHARLIE’s Ride has a three-fold objective: 1) to promote heart disease awareness and prevention strategies; 2) to remember the millions impacted by heart disease, and 3) to raise funds for The Hoffman Heart and Vascular Institute of Connecticut a Saint Francis clinical center of excellence. The event will be held on Saturday, August 13, 2011, starting off from TSI Harley-Davidson at 398 Somers Road in Ellington, Conn. Registration is from 9:30 to 11:30 AM. All friends and supporters of heart disease on any make of motorcycle are invited to participate. Non-riders are also welcome to attend this great event.

“Receiving this proclamation from the governor is an honor that really supports us in our mission to promote heart disease awareness”, says Hensel. Heart disease is the leading cause of death (for both men and women) in the United States. More than 80 million Americans live with some form of cardiovascular disease. But heart disease is highly preventable if you take steps to reduce your risk factors. These are all important facts that the organizers and sponsors of CHARLIE’s Ride intend to share in order to educate our community and stop heart disease in its tracks! With special guests from the Phillips Women’s Heart program providing a FREE heart health assessment for interested parties over the age of 18, CHARLIE’s Ride hopes to increase awareness during the event. “I couldn’t save my dad, but hopefully CHARLIE’s Ride can help save others”, adds Hensel!

Other activities during the 9:30 AM to 11:30 AM registration at TSI Harley-Davidson include free coffee and donuts, graciously donated by Dunkin’ Donuts of Rockville. Participants can write messages to loved-ones impacted by heart disease, on a prominently displayed Memory Wall. Opening ceremonies begin at 11:30, where the Master of Ceremonies will be Laurye Natale, Ms. Connecticut World International 2011-2012, and Connecticut Idol Winner Henry Smith will sing the National Anthem.

At 12 noon, the 30-mile, police-escorted and scenic ride will head out through Ellington, around Crystal Lake to the after-party destination, Big Shot Billiards, located at 2 North Road, East Windsor, Conn. Riders and non-riders will enjoy festivities which feature a heart-healthy feast presented by Ted’s Montana Grill, raffles, billiards, and live entertainment by Shovelhead, a great local southern rock band. Exclusive CHARLIE’s Ride merchandise will be available for purchase including shirts from Golden Crossings, bracelets hand-made by Different by Design – a non-profit that supports mentally and physically challenged adults, and commemorative pins.

Admission for the event is \$30/single or \$40/couple, either for riders (which includes the after-party) or after-party alone. Preregister before Aug. 7<sup>th</sup> to save \$5 (\$25/single or \$35/couple) and receive a free commemorative pin. Special group rates will also be available at area hotels.

To pre-register or find more information about CHARLIE’s Ride, visit us at: [www.charliesride.org](http://www.charliesride.org), on Facebook at [www.facebook.com/charlie.ride](http://www.facebook.com/charlie.ride), by email at [charliesride2010@yahoo.com](mailto:charliesride2010@yahoo.com), or call Beth at 860-916-3637. Sponsorship opportunities are available and volunteers welcome.

Please celebrate Heart Disease Awareness Day with us Saturday, August 13 at CHARLIE’s Ride!

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