



press release

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FOR IMMEDIATE RELEASE

PBS 45 & 49 to Offer Free Heart Health Program at Eastwood YMCA

The Hidden Epidemic: Heart Disease in America
is part of station's Aging Smart initiative

KENT, Ohio — Feb. 13, 2007 — Community members are invited to attend a free program on heart health sponsored by PBS 45 & 49. The event will be held on Wednesday, Feb. 28 from 2 p.m. to 4 p.m. at the Eastwood YMCA, 995 Youngstown Warren Rd., Niles. It includes a screening of the film **The Hidden Epidemic: Heart Disease in America** and a question-and-answer segment with a local health expert. Participants also will receive free take-home materials about heart health. Pre-registration is required; to reserve a seat, call 1-800-554-4549.

Heart disease is the number-one killer of Americans, and more than half of all people who die of the disease succumb without warning. The other half have the disease lurking in their bodies for many years before it strikes. There is no cure, but doctors are learning remarkable new things about the disease: where it starts, how it occurs and what that means for everyone.

The Hidden Epidemic is a part of PBS 45 & 49's Aging Smart initiative, a service for its viewers who are over the age of 55. The initiative includes on-air programming, community events and a free quarterly newsletter — all designed to help community members age positively, healthfully and wisely. The on-air programming runs Mondays through Fridays from 2 p.m. to 3 p.m., with additional programming found throughout the primetime and weekend broadcast schedule.

For more information about **Aging Smart**, or to be added to the newsletter mailing list, call PBS 45 & 49 at 1-800-554-4549 or visit pbs4549.org.

Nationwide, **The Hidden Epidemic** is the centerpiece of a PBS health campaign called Take One Step. This outreach campaign is based on the concept that small — and sometimes fun — behavioral changes can add up to big accomplishments. The community partner for this campaign is YMCA of the United States. Find out more about Take One Step online at pbs.org/wgbh/takeonestep.

About PBS 45 & 49

PBS 45 & 49 is owned and operated by Northeastern Educational Television of Ohio, Inc., a private, nonprofit corporation and consortium of Kent State University, The University of Akron and Youngstown State University. A trusted community resource, PBS 45 & 49 uses the power of commercial-free television and related services to enrich the lives of people through high-quality programming and educational services that teach, illuminate and inspire. The only broadcast television service that reaches all of northeast Ohio, PBS 45 & 49 is available to 1.8 million households and 4.6 million people in the Cleveland and Youngstown designated market areas. In an average week, over 530,000 households (about 30 percent in the region) tune in. Through funding from eTech Ohio, the organization provides K-12 educational technology training and instructional television programming to 21,500 educators and 257,400 students in eight Ohio counties. For more information about PBS 45 & 49, visit pbs4549.org or call 1-800-554-4549.

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PBS
45 & 49

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