



ASE Foundation

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FOR IMMEDIATE RELEASE

ASE FOUNDATION PLANS TO SET PORTLAND AGLOW

June 2, 2014, Morrisville, NC – The American Society of Echocardiography Education and Research Foundation (ASE Foundation) will host the Heeling Hearts 5K Glow Walk/Run on Friday, June 20, in downtown Portland. Participants will set the waterfront aglow, starting and finishing at the Portland World Trade Center, an iconic Portland meeting place that overlooks the Willamette River. Pre-race packet pickup and registration will begin at 8 pm; the walk/run portion of this event begins at 9 pm and will be followed by a Foundation-hosted After-Party, also at the World Trade Center, where registrants will receive complimentary refreshments and entertainment. The 5K, which has been hosted by the ASE Foundation for the past several years, will serve as the unofficial kickoff to ASE's Silver Anniversary 25th Annual Scientific Sessions, which take place from June 20-24 at the Oregon Convention Center.

This event, which is sponsored in part by SIEMENS Healthcare, is open to conference attendees, exhibitors, and the general public. Funds raised will go toward improving patient care and advancing echocardiography research, education, and humanitarian missions. Registration for the event is \$40 per person; all race proceeds go directly to support research and education that enhance the role of echocardiography in cardiovascular imaging.

"Staying physically active is an important part of heart disease prevention. This is our third season hosting a 5K event, and every year we've not only accomplished our fundraising goals, but continued to increase participation," said Dr. Thomas Ryan, Chairman of the ASE Foundation Task Force. "With the help of Portland businesses and exciting post-event entertainment, we anticipate another successful event."

Participants can run for a cardiovascular workout, or walk so that they can fully enjoy the sights and sounds of the Rose City's waterfront at twilight. Each participant will receive glow accessories, a 5K tee-shirt, and admission to the Heeling Hearts After-Party, which will feature a local Portland DJ and give all attendees a chance to "put their heels up." Plus, the After-Party will award prizes for the best costume, so participants are encouraged to "get their swag on" and sport their wackiest work-out apparel. For inspiration and information, check out the Heeling Hearts video on the Foundation's website at www.asefoundation.org/glow.

SIEMENS Healthcare, a global leader in medical equipment, has signed on for the second year as a sponsor. Jon Peacock, Vice President of Ultrasound Business Management at SIEMENS Healthcare, commented, "We love sponsoring the annual ASE Foundation 5K because this event not only attracts conference attendees and locals, but also promotes cardiovascular health and supports ongoing research and education in cardiovascular ultrasound."

The race and after-party are being organized by Portland's iHeart Productions, with partnership and support from other local companies, including Foot Traffic, Widmer Brothers, Portland Parks & Recreation, and Adidas North America. Local businesses can still get involved and sponsor this charity event in multiple ways; if you are interested in helping the



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Foundation improve cardiac care through this event, please call 919-861-5574 or email foundation@asecho.org. Your support is greatly appreciated!

For more information about this event or to register or donate online, please visit <http://www.asefoundation.org/glow/>.

As the largest global organization for cardiovascular ultrasound imaging, the American Society of Echocardiography (ASE) is the leader and advocate, setting practice standards and guidelines. Comprised of over 16,000 physicians, sonographers, nurses, and scientists, ASE is a strong voice providing guidance, expertise, and education to its members with a commitment to improving the practice of ultrasound and imaging of the heart and cardiovascular system for better patient outcomes. For more information about ASE, visit www.asecho.org or ASE's public information site, www.SeeMyHeart.org.

The ASE Education and Research Foundation (ASE Foundation) is ASE's charitable arm, helping to assure the viability and visibility of cardiovascular ultrasound. Foundation initiatives work to foster research and innovation, promote high quality clinical standards and patient care, offer training and career development to future health care providers, and bring humanitarian aid to populations in need. For more information about the Foundation, visit www.asefoundation.org.

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