



Local Heart Failure Nonprofit Launches Awareness Campaign Featuring 5K

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MARLBOROUGH, Mass. – Heart failure is an American healthcare crisis with one-in-five people over the age of 40 diagnosed with the condition. The [HeartBrothers Foundation](#), a local nonprofit providing support to thousands of heart failure patients and their families, is launching a **Heart Failure Awareness Campaign** to help spread the word.

Did you know?

- 6.2 million Americans suffer from heart failure.
- More than 900,000 Americans are diagnosed with heart failure every year.
- Black Americans are disproportionately impacted by heart failure.
- 3,500 people are currently waiting for a life-saving heart transplant.
- Heart failure health care costs are predicted to jump from today's \$30.7 billion to nearly \$70 billion by 2030.

As part of its campaign, the HeartBrothers Foundation has released a [complete online guide](#) that includes heart failure definitions, risk factors, symptoms, treatments and more. The HeartBrothers are also hosting a [three-part webinar series](#) featuring top doctors from Massachusetts General Hospital and other heart failure centers. To reach even more people, the HeartBrothers have kicked off an advertising and social media campaign. It is also holding a virtual Heart Failure Awareness 5K Walk/Run May 7-13 (register at www.heartbrothers.org/runwalk).

"We're committed to educating people about heart failure so they have the critical information they need to make the best health care choices for themselves and their loved ones," said HeartBrothers Co-founder Patrick Sullivan.

"Heart failure continues to be a major health problem in the United States and it is essential that medical societies, healthcare organizations and private foundations, like the HeartBrothers, work to increase the public's awareness about the importance of recognizing the signs and symptoms of heart failure," said Dr. David DeNofrio, director of Heart Failure Network Development at Tufts Medical Center. "We know that early diagnosis and prompt treatment of this disorder improves patient outcomes, and we are fortunate to have many new treatment options available that can positively impact survival and quality of life for people with heart failure."

The HeartBrothers Foundation is a resource for local reporters writing about heart failure and transplants and can connect reporters with experts, patients and transplant survivors.

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About The HeartBrothers Foundation

The HeartBrothers Foundation is a 501(c)3 non-profit foundation dedicated to helping patients and families faced with heart failure, Ventricular Assist Devices, and Heart Transplantation. Its sole mission is to bring resources together to help patients and loved ones survive life with heart failure and all its challenges by offering essential support through medical insurance assistance programs, informative stress-coping resources, and connections to the global heart failure community. Learn more at heartbrothers.org.

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