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Dear Doctor,

Happy **VALVEntine’s Day**. Please see our press release template below to announce **Valventine’s Day** in your clinic and beyond.

Simply copy and paste the language we have drafted for you to the platform of your choosing.



**HEADLINE:**

**A DAY TO CELEBRATE HEART VALVE HEALTH**

**ANNOUNCEMENT MESSAGING:**

Heart valve disease affects more than 11 million people in the US, yet most know little to nothing about it.

To help raise awareness for the importance of heart valve screenings, we are joining Edwards Lifesciences in celebrating **VALVEntine’s Day**\*—a special day for heart valves in the heart of
Heart Month!

**Why does heart valve health matter?**

* Heart valve disease is responsible for nearly 25,000 US deaths annually
* Although heart valve disease is more common in people older than 65, it can happen at any age
* Black Americans are at increased risk for earlier onset of heart valve disease—and women are being diagnosed much later than men

Join us in giving this important part of the heart the lifesaving attention it deserves by visiting [BeMyValventine.com](http://bemyvalventine.com/) for ways to participate in the **Valventine’s Day** initiative.

\*Valventine’s Day and Heart Valve Disease Awareness Day are one and the same! Both are celebrated on February 22.

**SIGNOFF:**

Provide appropriate signature and contact information.

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