



## NEWS RELEASE

FOR IMMEDIATE RELEASE - February 7, 2017

### **Space Needle Launches "Love is in the Air" Fundraiser *A Valentine's Day Benefit for the American Heart Association***

Skip the roses and candy this year. The Space Needle is giving the romantically inclined a chance to take their love to greater heights with the launch of a new Valentine's Day fundraiser called "Love is in the Air." For a \$100 donation, lovebirds will see their laser-created message projected onto the Space Needle's (northwest facing) legs 300'-400' in the air. The American Heart Association will receive 100% of the donations raised.

Each "Love is in the Air" message will scroll on the Seattle landmark for 15 seconds and will be displayed twice between 6:30pm and 9:30pm on Valentine's Day. Limited to the first 360 messages submitted, each note is restricted to a maximum of 30 characters/spaces and must be received by 1pm on Friday, February 10. Messages that are perceived to be commercial, political, religious, lewd, inflammatory, controversial or inappropriate will not be accepted.

Please visit [www.SpaceNeedle.com/valentine](http://www.SpaceNeedle.com/valentine) for more information and to enter your Valentine's Day message.

#### **About the Space Needle**

The Space Needle is the celebrated icon of Seattle, second only to the Eiffel Tower in Paris as the most easily-identified global skyline feature. Built for the 1962 Seattle World's Fair, it continues to symbolize the leading-edge innovation and technology that the city is known for and serves as a beacon into the future.

#### **About the American Heart Association and American Stroke Association**

The American Heart Association and the American Stroke Association are devoted to saving people from heart disease and stroke – the two leading causes of death in the world. We team with millions of volunteers to fund innovative research, fight for stronger public health policies, and provide lifesaving tools and information to prevent and treat these diseases. The Dallas-based American Heart Association is the nation's oldest and largest voluntary organization dedicated to fighting heart disease and stroke. The American Stroke Association is a division of the American Heart Association. To learn more or to get involved, call 1-800-AHA-USA1, visit [heart.org](http://heart.org) or call any of our offices around the country. Follow us on [Facebook](#), [Twitter](#) and [Instagram](#)

#### **ABOUT GO RED FOR WOMEN**

Go Red For Women is the American Heart Association's national movement to end heart disease and stroke in women. Cardiovascular diseases in the U.S. kill approximately one woman every 80 seconds. The good news is that 80 percent of cardiac events may be prevented with education and lifestyle changes. Go Red For Women advocates for more research and swifter action for women's heart health. The American Heart Association's Go Red For Women movement is nationally sponsored by Macy's,

with additional support from our cause supporters. For more information, please visit [GoRedForWomen.org](http://GoRedForWomen.org) or call 1-888-MY-HEART (1-888-694-3278).

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