
KICK START**MY HEART**

FOR IMMEDIATE RELEASE**Soccer Enthusiasts 4th Annual 'Kick Start My Heart' Fundraiser**
Boulder, Colorado

An area group of soccer enthusiasts called Kick Start My Heart is holding its fourth annual fund raiser in June. The event is being held to raise money to provide Automated External Defibrillators (AEDs) and emergency training at local schools and sports facilities, specifically to benefit in the event of traumatic heart conditions. With over \$51,500 raised through donations during their first three years, Kick Start My Heart has placed 25 AEDs all over Colorado, ranging from Boulder to Castle Rock, from Denver to Colorado Springs, from Windsor to Pueblo.

The event will be held at Boulder Indoor Soccer from 1pm until 12 midnight on Saturday, June 7. Area teams have registered to play in a variety of match-ups to raise money for the foundation. Further money will be raised from a silent auction featuring a variety of donated items such as autographed professional soccer jerseys, autographed Denver Broncos items, outdoor/recreational equipment, and local products and services.

Headlining the event are two exhibition games. The Colorado Rapids Reserves and the CU Men's Soccer club will challenge each other in a top class match-up at 4pm, in the latest chapter of their three year event rivalry! The costume dress challenge match will bring the event to an exciting close between 11pm and midnight. No admission will be charged. All donations and proceeds from sales of t-shirts, wristbands, food and drink will go directly to the foundation.

Judy Sudmeier knows how important training can be in saving a person's life. She literally died while at work, but was administered CPR and finally given a jolt to her heart, which restored normal heart rhythm. The device that saved her life is an Automated External Defibrillator (AED).

"After living through that harrowing experience, I wondered 'How many other people have had similar heart trauma?' I was very physically fit and was training for a triathlon... did this happen to other athletes?" It turns out that over 7,000 young people die each year from sudden cardiac arrest while playing sports. The presence of an AED raises survival rates in such cases from 5% to nearly 70%. Kick Start My Heart continues to raise awareness and raise money to help save people who experience heart trauma while enjoying physical activities.

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