

Heart Walk 2008

TSN FEATURE STORY

On September 20th, sixty-two CNL associates joined the throngs of people overflowing the sidewalks and walkways of Loch Haven Park for the American Heart Association's 2008 Greater Orlando Start! Heart Walk. More than 10,000 walkers came out to support the fight against heart disease and stroke.

Efforts to coordinate the walk began months before, when companies from across Central Florida came together to rally behind the cause of "creating hope, inspiring change, and celebrating success." Sy Saliba, Senior VP of Planning & Marketing for Florida Hospital, co-chair of this year's walk, opened the planning meeting with a call to action. "Create hope, inspire change, and celebrate success. That's what we're all about and in doing that, at the same time we can also have the satisfaction of knowing that we're raising money for research that will help improve healthcare and increase our knowledge of treating heart disease."

CNL associate and three year Heart Walk participant Andrea Barnum, spoke to the group about how they could get their companies and co-workers involved in this year's effort. She encouraged them to start early and gave tips on how CNL creates excitement and instills passion. "The definition of leadership is the ability to affect human behavior so as to accomplish a mission. Sy gave us our mission this morning which is building healthier lives free of cardiovascular disease and stroke. By doing this we're influencing a group of people to move toward goal achievement and we will do it."

CNL associates have supported Heart Walk for three years now. This year's individual collection total of \$15,800 is the largest to date. For many associates, however, Heart Walk is more than just a financial contribution to a cause. Some walked in memory of loved ones who lost their battles with heart disease, others to celebrate the lives of survivors. These "Faces of Heart" were featured in CNL's tent at the race and passersby were encouraged to place a flower on a large red heart in honor of the Faces of Heart in their own lives.

Each year the Heart Walk efforts raise significant funds for the fight against cardiovascular disease and stroke, but for volunteers like Andrea and the thousands who joined the walk, the real challenge is convincing others to launch a healthy lifestyle and start walking. To find out more, or to get involved, visit the Greater Orlando Start! Heart Walk website at www.greaterorlandoheartwalk.kintera.org