



For Immediate Release:
February 19, 2007

For More Information:
Bonnie Way Snider, Steelheads Communications Director
208.472.2119 / Office: 208.850.0799 Cell:
bwaysnider@idahosteelheads.com

Catie Holm, St. Luke's Public Relations Coordinator
208.381-2894 Office / Cell: 208.484.7532

STEELHEADS FANS SHOW A LOT OF HEART; RAISE \$12,750 FOR ST. LUKE'S
Steelheads fundraiser kicked off on Valentine's Day

BOISE, Idaho – Idaho Steelheads fans showed their generosity, helping raise \$12,750 for St. Luke's Center for Heart and Vascular Health, at a one-of-a-kind jersey auction that kicked off on Valentine's Day, February 14.

\$133,000 has been raised over the past several years with similar jersey auctions, benefiting various causes at the hospital. Last year's Pink in the Rink raised a record \$21,791 for breast cancer care and treatment.

All of the funds raised from this year's event will go to St. Luke's for prevention, diagnosis, and treatment of heart and vascular diseases and conditions.

More than 250,000 Americans die of sudden cardiac arrest each year, resulting in nearly one death every two minutes. More heart procedures are performed at St. Luke's Center for Heart and Vascular Health than at any other hospital in Idaho.

"Heart disease is the number one killer of women," said cardiologist Dr. Charles Rasmussen from Cardiovascular Consultants of Idaho. "This year, about 1.2 million Americans will have a first or recurrent coronary attack. About 425,000 of these people will die. Coronary heart disease is the nation's single leading cause of death. These very statistics are why we are providing the community with free blood pressure checks and heart healthy education. Awareness and action are the first steps to prevention."

The team will wear the jerseys for the three-game series against the Las Vegas Wranglers. Fans bid on their favorite player's sweater or bought it outright for \$1,500. A jersey autographed by the entire Steelheads team was also raffled off. The players presented their jerseys to the winning bidders immediately following the Saturday, February 17 game.