



## NEWS RELEASE

**For Immediate Release:**  
February 12<sup>th</sup>, 2007

**For More Information:**  
Bonnie Way Snider, Steelheads Communications Director  
Office: 208.472.2119 / Cell: 208.850.0799  
[bwaysnider@idahosteelheads.com](mailto:bwaysnider@idahosteelheads.com)

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

### **STEELHEADS PARTNER WITH ST. LUKE'S FOR SAVING HEARTS**

*Steelheads kick off fundraiser on Valentine's Day*

*BOISE, Idaho* – The Idaho Steelheads will kick off a one-of-a-kind jersey auction for St. Luke's Center for Heart and Vascular Health on Valentine's Day, February 14<sup>th</sup>.

Over the past several years, the Steelheads and St. Luke's have teamed up to raise approximately \$120,000 for various causes. Last year's Pink in the Rink raised a record \$21,791 for breast cancer care and treatment.

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.”

Eric Trapp, Steelheads President said, “The many services St. Luke’s provides to our community is vital, and this year the Steelheads Foundation is pleased to support their Saving Hearts campaign. We thank our hockey fans for seeing the value in these fundraisers and for making them successes year after year.”

The team will wear the jerseys for the three-game series against the Las Vegas Wranglers. Silent auction tables will be set up on the concourse during the three games and fans may bid on their favorite player’s jersey or buy it outright for \$1,000. A jersey autographed by the entire Steelheads team will also be raffled off. The players will present their jerseys to the winning bidders immediately following the Saturday, February 17<sup>th</sup> game.

The overall look of the jersey is inspired by St. Luke’s Saving Hearts logo, and is blue and white decorated with the Steelheads logo, a red stripe down the side and a red electrocardiogram readout along the bottom of the sweater.

A limited number of red ball caps with matching logos will be sold for the fundraiser and St. Luke’s volunteers will hand out roses to the first 500 ladies through the doors on Wednesday night.

All of the funds raised will go to St. Luke’s for prevention, diagnosis, and treatment of heart and vascular diseases and conditions.

Tickets for the games may be purchased exclusively at the Qwest Arena Box Office, by phone 208.331.TIXS (8497) or online at <http://www.idahosteelheads.com/> using the new ‘Print at Home’ feature. A variety of Steelheads packages are also available, including Season Tickets, Flex Plans, Suite Rentals, Group Outings, and a Perfect-10 Season Mini, by calling 208.383.0080.

- [www.idahosteelheads.com](http://www.idahosteelheads.com) -