



MEDIA ALERT

CONTACTS:

For American Heart Assn.

Sarah Fedele

Cell: 336.662.3304

sarah.fedele@heart.org

For Bank of Oak Ridge

Bonnie Ross

Phone: 336.662.4840

bross@bankofoakridge.com

Bank of Oak Ridge Sponsors Guilford County's First-Ever Healthy Heart Challenge

In partnership with the American Heart Association's Guilford Heart Ball, Healthy Heart Challenge nominations are accepted online and at Bank of Oak Ridge locations through May 31, 2013.

Tuesday, February 12, 2013 – In partnership with the American Heart Association's Guilford Heart Ball, [Bank of Oak Ridge](http://www.BankofOakRidge.com) is proud to announce the first-ever ***Healthy Heart Challenge***.

Recently named one of the Triad's Healthiest Employers by the *Triad Business Journal*, Bank of Oak Ridge has made the health of their employees a strong focus within their company. Now, Bank of Oak Ridge is encouraging all citizens of Guilford County to not only bank as they should, but to take care of their hearts as they should.

"Since 2000, we have been dedicated to delivering 'Banking As It Should Be' and for us, that always comes back to 'Life As It Should Be,'" shares Ron Black, President and CEO of Bank of Oak Ridge. "With heart disease and stroke largely preventable with heart healthy lifestyle changes and prevention education, our partnership with the American Heart Association and the Guilford Heart Ball was a perfect fit."

As part of the ***Healthy Heart Challenge***, Bank of Oak Ridge will be accepting nominations for men and women who have made, or would like to challenge themselves to make, lifestyle changes to prevent heart disease and stroke starting February 12, 2013 and ending on May 31, 2013.

To nominate yourself or someone in your life who should be recognized and rewarded for heart-healthy efforts, visit www.BankofOakRidge.com/HealthyHeartChallenge or a Bank of Oak Ridge location for details on how to enter the ***Healthy Heart Challenge***.

Three winners will be announced at the ***Healthy Heart Challenge*** celebration in June 2013 at Bank of Oak Ridge's Corporate Center. Winners will receive great prizes and become the "Faces of Heart Health" in Guilford County for 2013.

-more-

Healthy Heart Challenge/Page 2

Heart disease is the No. 1 killer of both men and women in the United States, accounting for nearly one third of all deaths in the nation. Stroke is the 4th leading cause of death and a leading cause of permanent disability. The American Heart Association's Life's Simple 7™ program focuses on the seven risk factors for cardiovascular disease and recommends a personalized plan to reduce each individual's risk. For lifestyle change recommendations, heart disease and stroke prevention information, and your personalized plan to reduce your risk of heart disease and stroke, visit www.mylifecheck.org.

About Bank of Oak Ridge

[Bank of Oak Ridge \(http://www.BankOfOakRidge.com\)](http://www.BankOfOakRidge.com) is a community bank with five locations in Greensboro, Summerfield and Oak Ridge, North Carolina. The bank was established in 2000 with the goal of delivering *Banking As It Should Be*. With a focus on providing personal attention and convenience for every client, we offer a complete range of banking services for individuals and businesses including Saturday and extended weekday hours at all locations, ATM usage world-wide, remote deposits for businesses, and a full line of checking accounts; savings accounts; mortgage services; insurance services; lending options; and wealth management services. Bank of Oak Ridge is a Member FDIC and Equal Housing Lender. For more information, call 336-644-9944, visit the office [location](#) closest to you or use our [online contact form](#).

About the American Heart Association

The American Heart Association is devoted to saving people from heart disease and stroke – America's No. 1 and No. 4 killers. 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 association is the nation's oldest and largest voluntary organization dedicated to fighting heart disease and stroke. To learn more or join us, call 1-800-AHA-USA1 or any of our offices around the country, or visit www.heart.org.

###