



NEWS RELEASE

For Immediate Release

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ST. LUKE'S STAFF TO PARTICIPATE IN WEAR RED RALLY IN HONOR OF NATIONAL WEAR RED DAY

Boise, ID (February 1, 2007) – As a commitment to improving the health of the people in the Treasure Valley and inspiring employees to be heart healthy, St. Luke's will be holding a **Wear Red Rally** in honor of National Wear Red Day on **Friday, February 2 at 11 am**.

Dressed in red, **St. Luke's Boise** employees will gather together on the **Pedestrian Plaza** to recognize the importance of heart health. More than 250,000 Americans die of sudden cardiac arrest each year, resulting in nearly one death every two minutes.

In honor of Wear Red Day, the American Heart Association is launching a national campaign calling on all Americans and their employers to create a culture of physical activity and health to live longer, heart-healthy lives through walking. The program, which promotes physical activity through workplace walking programs, is called START!

“As a health care organization, St. Luke's recognizes that we need to first take care of our employees so that we can better take care of our patients,” said Gary Fletcher, CEO of St. Luke's Boise and St. Luke's Meridian. “This reason is why St. Luke's is not only a presenting sponsor of the START! program, but a corporate participant as well.”

More heart procedures are performed at St. Luke's Center for Heart and Vascular Health than at any other hospital in Idaho. In 1968, the first open heart surgery in Idaho was performed at St. Luke's Boise, and for decades, specially trained doctors, nurses, technicians, pharmacists, and respiratory therapists have been providing care for heart and vascular patients throughout Idaho, as well as parts of Oregon and Nevada.

St. Luke's Health System is Idaho's only locally owned, not-for-profit health system. The system offers a full continuum of care through its four hospitals and more than 30 outpatient centers and clinics. St. Luke's Health System's 6,400 employees, 867-member medical staff, and more than 850 volunteers are committed to delivering the highest quality care to those in medical need regardless of their ability to pay. With a mission “To improve the health of people in our region,” St. Luke's Health System provided \$138 million (including capital) in community benefit during its 2006 fiscal year. The hospitals of St. Luke's Health System have earned numerous national awards and recognition for excellence in patient care. For more information about St. Luke's Health System, visit www.stlukesonline.org.

DETAILS: St. Luke's Boise Pedestrian Plaza (right outside the main lobby entrance)
Friday, February 2
11 am

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