

**FOR IMMEDIATE RELEASE**

**July 28, 2025**

**Media Contact:**

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## **Celebrating Efforts for Healthy Hearts in Roanoke**

**(ROANOKE, Va.) – Join members of the Roanoke Healthy Hearts Initiative and Mayor Joe Cobb at a celebration of efforts to improve the heart health of Roanoke residents on Wednesday, July 30<sup>th</sup> at 9:00 a.m. at the EnVision Center (2607 Salem Turnpike).**

Several [Northwest Roanoke census tracts](#) have been identified as having among the highest rates of hypertension in Virginia (source: CDC/Centers for Disease Control & Prevention). Volunteer members of Roanoke’s Healthy Hearts Initiative have been advocating to identify and address priorities to improve the heart health of residents in these neighborhoods, including:

- Increasing blood pressure self-monitoring among NW Roanoke residents, especially among those aged 45+
- Working with community partners (non-profits and small businesses) to use health education opportunities to create lifestyle changes
- Providing access to nutritious food, including produce grown at the EnVision Center Garden by Healthy Hearts participants and volunteers



*(Classes for Roanoke Healthy Hearts participants include activities such as line dancing, above, with fitness instructor “Fitness Fun with Tracy”)*

## **MEDIA AVAILABILITY:**

**An opportunity for media outlets to attend the Roanoke Healthy Hearts celebration:**

**DATE:** Wednesday, July 30

**PLACE:** EnVision Center, near the garden, 2607 Salem Turnpike, Roanoke

**TIME:** Media are welcome to set up at 8:45 a.m., program begins at 9:00 a.m.

**BACKGROUND:** Roanoke Healthy Hearts Initiative <https://www.vdh.virginia.gov/heart-disease/roanoke-healthy-hearts-initiative/>

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