



## NEWS RELEASE

FOR IMMEDIATE RELEASE – Wednesday, January 24, 2018

### **Space Needle's "Love is in the Air" Fundraiser Returns *A Valentine's Day Benefit for the American Heart Association***

**Seattle, Wash.** – The Space Needle's "Love is in the Air" fundraiser returns, offering participants a chance to take their love to new heights on Valentine's Day. For a \$100 donation to benefit the American Heart Association, donors' laser-created love notes will be projected onto the Space Needle's (northwest facing) legs, located 300-400' in the air. The American Heart Association will receive 100% of the donations raised.

Each "Love is in the Air" message will scroll on the Seattle landmark between 6:00 p.m. and 10 p.m. on Wednesday, Feb. 14. With love, sometimes timing is everything. With that in mind, lovebirds now have the option to select a timeslot for their message to appear. Timeslots are limited and are available on a first come, first served basis. Limited to the first 800 messages submitted, each note is restricted to a maximum of 40 characters (including spaces) and must be received by 4 p.m. on Monday, February 12. Messages that are perceived to be commercial, political, religious, lewd, inflammatory, controversial or inappropriate will not be accepted.

By participating in the "Love is in the Air" fundraiser, donors are not only elevating their Valentine's Day experience, but are also funding the fight against heart disease and stroke. One in three people is currently living with cardiovascular disease. The good news is about 80 percent of heart disease and stroke may be prevented with education and lifestyle changes. Donations fund cutting edge research, public education and wellness programs and advocacy projects to improve the health of Washingtonians.

Visit [www.spaceneedle.com/valentinesday](http://www.spaceneedle.com/valentinesday) for more information and to reserve your timeslot.

#### **About the Space Needle**

The Space Needle is the celebrated icon of Seattle, second only to the Eiffel Tower in Paris as the most easily-identified global skyline feature. Built for the 1962 Seattle World's Fair, it continues to symbolize the leading-edge innovation and technology that the city is known for and serves as a beacon into the future.

#### **About the American Heart Association and American Stroke Association**

The American Heart Association and the American Stroke Association are devoted to saving people from heart disease and stroke – the two leading causes of death in the world. 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 American Heart Association is the nation's oldest and largest voluntary organization dedicated to fighting heart disease and stroke. The American Stroke Association is a division of the American Heart Association. To learn more or to get involved, call 1-800-AHA-USA1, visit [heart.org](http://heart.org) or call any of our offices around the country. Follow the Puget Sound division on [Facebook](#), [Twitter](#) and [Instagram](#).

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