



J.D. Byrider, companies across the U.S. join the American Heart Association to be a relentless force to create longer, healthier lives

Life Is Why We Give™ campaign makes it easy for consumers to have an impact during American Heart Month

(INDIANAPOLIS, Tuesday, Feb. 5, 2019) – Every 40 seconds, someone in America has a stroke or a heart attack. Less than one third of high school students get the recommended amount of daily physical activity and 30 million people in the United States have no easy access to healthy food. The American Heart Association, the world’s leading voluntary organization focused on heart and brain health, is on a mission to improve these statistics, and has teamed up with more than 70 companies around the country to do so through the [Life Is Why We Give™](#) fundraising campaign, including Carmel, Ind.-based J.D. Byrider.

J.D. Byrider will make a donation to the American Heart Association for every car sold at 29 company-owned dealerships in six states during the month of February, which is American Heart Month. J.D. Byrider’s corporate office has supported the American Heart Association for more than 15 years, raising more than \$1 million to fund cutting-edge research and life-saving education programs.

“Many of our customers and employees are impacted by heart disease and its risk factors,” said Craig Peters, CEO of J.D. Byrider. “By supporting the American Heart Association, we help our customers and employees live longer, healthier lives so they can enjoy more of life’s precious moments with the ones they love.”

Heart disease remains the leading cause of death in the United States, responsible for one of every three deaths. And risk factors such as high blood pressure, diabetes, obesity and smoking remain prevalent.

“This is an exciting opportunity to directly reach the clients of J.D. Byrider with information about how to live healthier lives,” said Wendy King, executive director for the American Heart Association in Indianapolis. “At the same time, the money raised will impact thousands of people via research, CPR training, blood pressure programs and much more. We’re grateful for this next phase in J.D. Byrider’s long-time commitment to the American Heart Association.”

The 29 company-owned stores participating in the “Life is Why We Give” campaign are located in:

Indiana

- Greenwood
- Indianapolis
- Lafayette
- Merrillville
- Mishawaka

Illinois

- Peoria

Kentucky

- Florence
- Louisville

Ohio

- Amherst
- Bedford
- Boardman
- Cincinnati
- Columbus
- Dayton
- Fairfield
- Maumee
- Parma
- Toledo

Pennsylvania

- Erie
- Hermitage
- Monroeville
- Pittsburgh

Tennessee

- Madison

Some of the national companies conducting Life Is Why We Give campaigns in February include: Aimbridge Hospitality, Amazing Cosmetics, American Family Care, Books A Million, Brahmin, Citi, Citizens of Humanity, Fifth Third Bancorp, Good Neighbor Pharmacy, Guy Harvey Enterprises, K&G Fashion Superstore, Lands' End, LBX, My Gym, Orangetheory Fitness, Origami Owl, Pilot Flying J, PopSockets, Scentsy, Stein Mart, Stellar Partners, Torrid, Vermont Teddy Bear and White+Warren.

The Association has funded more than \$4.1 billion in research since 1949, including 13 Nobel Prize winners. It has also supported legislation that ensures newborns in 47 states are screened for critical congenital heart defects, as well as legislation making CPR training a graduation requirement. This has resulted in more than 2.5 million high school students in CPR annually.

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About the American Heart Association

The American Heart Association is a leading force for a world of longer, healthier lives. With nearly a century of lifesaving work, the Dallas-based association is dedicated to ensuring equitable health for all. We are a trustworthy source empowering people to improve their heart health, brain health and well-being. We collaborate with numerous organizations and millions of volunteers to fund innovative research, advocate for stronger public health policies, and share lifesaving resources and information. Connect with us on heart.org, [Facebook](#), [Twitter](#) or by calling 1-800-AHA-USA1.

About J.D. Byrider

In over 25 years in business, J.D. Byrider has helped more than 1.2 million customers get on the road in quality used vehicles at affordable prices – regardless of bad credit or no credit. In fact, we are the largest buy here pay here network of car dealerships in the United States. With more than 150 locations nationwide, we are ready and available to serve you. We believe our customers are more than just their credit score. That’s why we make our financing process as fast and easy as possible. We want you to get in the driver’s seat to a better life. And with our unbeatable perks and services, we’ve got your back. Learn more at jdbyrider.com

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