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FOR IMMEDIATE RELEASE
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MEDIA ALERT

The Pressure Project Launches at Four Locations in the Inland Empire

(Inland Empire, CA) **Healthy Heart Nation** is pleased to announce the launch of **The Pressure Project** initiative during Black History Month, February 2023. The initiative aims to place blood pressure machines in African-American barbershops across California to give clients easier access to their blood pressure, online education, nutrition tips, and local resources. Dr. Anissa LaCount, the project lead explains, "Medical diagnoses such as hypertension and diabetes have plagued the African American population for many years. The burden of high blood pressure is higher in African American adults at 56% compared to the national average of 45%."

About Healthy Heart Nation:

Healthy Heart Nation's mission is to utilize Black professionals to educate the African American community through publications, campaigns, documentaries, lectures, social media, workshops, and community outreach.

The Co-Founders of Healthy Heart Nation Dr. Columbus Batiste and Danette Batiste bring their collective talents and passions together to educate and inform the African American community on disparities and how to overcome them.

WHAT:

[Healthy Heart Nation's](#) launch of **The Pressure Project** initiative during Black History Month, February 2023. Participating barbershops will receive a brand-new blood pressure machine to keep and training for their staff on how to take the blood pressure at no cost to their clients.

WHEN and WHERE:

Saturday, Feb. 11 at 10 am - The Nappy Roots, **7001 Indiana Ave, #2 Riverside, CA 92506** (correct address)

Saturday, Feb. 18 at 1:30 pm - Kansas Ave. SDA church, 4491 Kansas Ave, Riverside, CA 92507
(Training will take place at this location in addition to blood pressure being taken)

Thursday, Feb. 23 at 2 pm - Thee Latest Barbershop, 9024 Archibald Ave Rancho Cucamonga, CA 91730

Saturday, Feb. 25 at 1:30 pm - Mt. Rubidoux church, 5320 Victoria Ave, Riverside, CA 92506

WHO:

Healthy Heart Nation ambassadors, barbers, volunteers, high school students, and nursing students will be trained and be onsite at each location take the blood pressure.

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