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Wisconsin Pharmacal Company Supports *Start! Heart Walk*
Washington County event to be held May 21 in West Bend

Jackson, Wis. (March x, 2011) – More than 1,000 area residents are expected to participate in the American Heart Association’s *Start! Heart Walk*, which will be held at Regner Park in West Bend on May 21, 2011. The non-competitive walk, which brings together teams from local companies as well as family and friends of all ages, will raise critical funds and awareness to help fight heart disease and stroke. This year’s Washington County event is being led by Jeff Potts and Mike Kermendy from Wisconsin Pharmacal Company in Jackson, Wis.

“Our involvement in the *Start! Heart Walk* stems from Wisconsin Pharmacal Company’s ongoing commitment to giving back to the greater community,” said Mike Kermendy, vice president of marketing for Wisconsin Pharmacal Company. “Jeff and I are excited and humbled to be involved in this great event and we’re eager to help support the lifesaving work of the American Heart Association. This year’s Washington County event promises to be bigger and better than ever. We’re really focusing on making it a fun and memorable event for the entire family and will be offering some new activities for kids, including magician Glen Gerard – who’s an unbelievable entertainer.”

Last year, more than one million walkers raised in excess of \$100 million in 425 *Start! Heart Walks* across the United States. Those interested in participating in this year’s Washington County event are encouraged to call **414-227-1451** or visit **washingtoncountyheartwalk.org**.

About the American Heart Association:

Founded in 1924, the American Heart Association is the nation’s oldest and largest voluntary health organization dedicated to building healthier lives, free of heart disease and stroke. These diseases – America’s No. 1 and No. 3 killers – and all other cardiovascular diseases claim nearly 870,000 lives each year. In fiscal year 2006-07, the American Heart Association invested more than \$554 million in research, professional and public education, advocacy, and community service programs to help all Americans live longer, healthier lives. To learn more, please visit heart.org.

ADD ONE: Wisconsin Pharmacal Company Supports *Start! Heart Walk*

About Wisconsin Pharmacal Company:

Headquartered in Jackson, Wis., Wisconsin Pharmacal Company is a world leader in outdoor health and safety products. The company manufactures a variety of products for outdoor enthusiasts, including insect repellents, water purification tablets, first aid kits, and insect bite relief products. Through its subsidiary, Lake Consumer Products, the company also markets and distributes a wide variety of health and personal care products for women. For additional details, please visit pharmacalway.com or lakeconsumer.com.

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Editor's Note: For high-resolution photos of Mike Kermendy or Jeff Potts, please contact Bill Bussler at 262-789-7630, ext: 131 or billb@celticinc.com. Interviews can also be arranged with organizers of the Washington County *Start! Heart Walk*.