



508 E. South Temple, Suite 20  
Salt Lake City, Utah 84102

[www.sads.org](http://www.sads.org)

Phone: (801) 531-0937 or 1-800-STOP-SAD (786-7723)

Fax: (801) 531-0945

**FOR IMMEDIATE RELEASE**

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Contact: Gwen Davis

Office: 801 531.0937

E-mail: [gwen@sads.org](mailto:gwen@sads.org)

## **September is SADS Awareness Month**

### **Silent, Deadly Killer Continues To Go Undetected**

*Sudden Arrhythmia Death Syndrome (SADS) claims thousands of lives with little or no warning*

Salt Lake City, Utah – The Sudden Arrhythmia Death Syndrome (SADS) continues to kill at an alarming rate, claiming the lives of thousands of young people every year. The sudden and unexpected deaths are due to heart failure brought on by detectable, but often overlooked heart arrhythmia. It can strike at any time.

During the month of September - **SADS Awareness Month** - the Foundation and volunteers will contribute hundreds of hours and distribute thousands of materials in every state through grass routes efforts in order to teach families, educators and medical professionals about the syndrome. You can help by contacting the SADS Foundation at [www.sads.org](http://www.sads.org). The SADS Foundation is committed to engaging families and the medical community by raising public awareness throughout the world.

Denise Falzon lost her nineteen-year-old son, Brian, who suddenly collapsed and died due to sudden heart arrhythmia brought on an undetected Long QT Syndrome. Brian had unexpectedly passed out a year earlier, but that episode had been misdiagnosed. Now, Denise puts her efforts into educating the public about a silent and deadly killer, which strikes even the most “healthy” people.

“I pray and hope that educating the public and medical professionals about the symptoms and warning signs of LQTS, we will be able to stop the senseless deaths of other young people.”

Denise’s story is all too common. As many as 12 in every 5,000 young people may be genetically predisposed to these deadly conditions and it affects every walk of life. Former NBA star Yinka Dare and NCAA basketball player Hank Gathers, both tremendous athletes, died due to the sudden arrhythmia disorder.

“Early detection and proper treatment of Long QT patients can save lives,” says Dr. G. Michael Vincent, a leading cardiologist in the detection of the syndrome. “If a child, teenager or young adult suffers a blackout without an obvious cause, especially if it was precipitated by exercise, swimming or emotional distress, I recommend asking the doctor about Long QT.”

In addition, the 3rd International SADS Conference will be held on August 27<sup>th</sup> & 28<sup>th</sup> in Salt Lake City, Utah, where families, physicians, and other medical professionals will gather for an opportunity to discuss early diagnosis and treatment of patients with inherited causes of sudden death.

The SADS Foundation needs your help to save the lives and support the families of children and young adults who are genetically predisposed to sudden death due to heart rhythm abnormalities. To find out more information about, activities, events, and programs available in your area, contact us 1-800-STOP-SAD on our web site at [www.sads.org](http://www.sads.org)

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