

PRESS RELEASE

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***Pasco Tax Collector Mike Fasano
Announces Launch of
“Stop Heart Disease” Specialty Tag and
Donation Check-off Month***

Pasco County Tax Collector Mike Fasano announces that the *Florida Heart Research Foundation* will be the tax collector’s featured charitable organization for the month of July. The *Florida Heart Research Foundation* is a statewide organization dedicated to both education and research to reduce the incidents of heart attack and related illnesses. Heart disease is the leading cause of death and disability among women in particular. Additionally, the *Florida Heart Research Foundation* provides scholarships and other cardiovascular training to health professionals and the general public. Overall, the goal of the *Florida Heart Research Foundation* is to reduce heart disease and help people live healthier lives.

“The *Florida Heart Research Foundation* is ***Driven to Stop Heart Disease,***” states **Nancy Cavalié, Acting Chief Executive Officer** for the Foundation. “Heart disease can be prevented, stopped and even reversed if the proper corrective steps are taken. By knowing your numbers, exercising, eating a healthy diet and not smoking, many premature deaths can be prevented.

“Heart disease is the number one cause of death among Americans and more people die each year from heart disease than from all forms of cancer combined,” **Cavalié** continues. “Please purchase the “STOP HEART DISEASE” specialty license plate and take advantage of our discount program of \$25 off your first purchase.”

The Pasco County Tax Collector will promote the *Florida Heart Research Foundation* license plate and charitable check-off during the month of July. Individuals who have vehicle registrations coming due in July can trade-in their existing license plate for a “Stop Heart Disease” specialty plate. Customers may also purchase the tag for newly registered vehicles. Customers who purchase a first time “Stop Heart Disease” specialty tag will be given a rebate certificate worth \$25 which will cover the cost of the donation required to switch to the specialty tag. The full cost of the tag and registration fees will still be collected at the time of the transaction. The rebate will be mailed to the customer following the purchase. Additionally, customers may also check the box on the back of their registration and/ or drivers license form to donate cash to the *Florida Heart Research Foundation*.

“Thankfully, many forms of heart disease can be avoided or reversed through healthy eating and exercise,” states **Tax Collector Mike Fasano**. “I encourage customers to consider supporting the excellent work that the *Florida Heart Research Foundation* does to help Floridians learn and become healthier. It is an honor for the Pasco County Tax Collector’s Office to team with the *Florida Heart Research Foundation*. Your purchase of a specialty tag or a donation in any amount may mean a longer and healthier life for a fellow Floridian.”

The specialty tag and the check-off promotion run through the month of July. Contributions to *Florida Heart Research Foundation* can be made at all five tax collector locations in Pasco County: Wesley Chapel, Gulf Harbors – New Port Richey, Central Pasco Government Center -

Land O' Lakes, East Pasco Government Center - Dade City and West Pasco Government Center – New Port Richey. Contributions can also be added to renewals that are processed via the mail. For more information about the specialty tag/ check-off promotion, please contact Greg Giordano, Director of Customer Relations, at the tax collector's office: 727-847- 8179.

Please visit www.pascotaxes.com for additional information about all services provided by the Pasco County Tax Collector's Office. For more information about the *Florida Heart Research Foundation* please visit www.floridaheart.org