



MEDIA ALERT —
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**N.C. Stroke Association and Helen A. Jeffords, President & CEO of First National Bank
Host *Women Honoring Women* Luncheon in Shelby on Oct. 26**

WHAT: Media is invited to attend a special *Women Honoring Women* Luncheon hosted by the N.C. Stroke Association (NCSA) and Helen Jeffords, President & CEO of First National Bank. The luncheon will recognize the work of the N.C. Stroke Association in Cleveland County. Earlier this year, NCSA awarded a NCSA Partnership Grant to Cleveland Regional Medical Center to launch its stroke program.

“This luncheon will recognize the critical mission of NCSA in promoting stroke prevention and education in Cleveland County and across North Carolina,” said Jeffords.

WHO: Helen Jeffords, President & CEO of First National Bank will serve as the event host. Dr. Charles Tegeler, President of the N.C. Stroke Association Board of Directors and McKinney-Avant Professor of Neurology at Wake Forest Baptist Health will be the guest speaker.

WHEN: 11:30 a.m., Wednesday, Oct. 26, 2011 (remarks will begin at noon)

WHERE: Cleveland Country Club, 1360 East Marion Street, Shelby, N.C.

MORE: Stroke awareness is critically important in North Carolina, which has one of the highest stroke death rates in the United States. Although strokes can be devastatingly debilitating and fatal, they are also highly preventable and treatable with a healthy lifestyle, awareness of key risk factors and knowledge of stroke symptoms.

NCSA works with partner hospitals across North Carolina such as Cleveland Regional Medical Center to promote stroke prevention and education, including community-based screening tools to identify stroke risk factors. The screening process includes an educational component regarding the signs and symptoms of stroke, as well as the critical importance of seeking immediate help. The faster stroke victims seek treatment, the more treatment options they have and the greater likelihood that the stroke can be treated successfully.

For more information about NCSA and the *Women Honoring Women* luncheon series, visit www.ncstroke.org.