

Radio Script

STORY SLUG: HCM Student Athletes

SPONSOR: American Heart Association

FORMAT: Radio PSA :30

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KEEPING ATHLETES' HEARTS PUMPING

SCRIPT: Heads Up, Athletes, Coaches, and Parents: Play for Life, Not Just Points. (:03)

Hypertrophic Cardiomyopathy or HCM, is a leading cause of Sudden Cardiac Death, especially in Black athletes in sports like football or basketball. (:11)

If you feel shortness of breath, chest pain, and fatigue, or have a family history of HCM, talk to your doctor. (:06)

Don't let HCM bench you for good. (:02)

Learn how to stay in the game at heart.org slash HCM Student Athlete. Your heart, your health, your move. (:06)

PS/RP/RQ