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CJ & Associates, Inc. “Goes Red” with the American Heart Association

NEW BERLIN, Wisconsin (February 12, 2008) – While the purpose of National Go Red Day is to draw attention to women’s heart health issues, the celebration takes on a personal meaning at CJ & Associates, Inc., a New Berlin-based interior design and office furnishings firm.

CJ & Associates co-founder Judy Rudy has struggled with heart disease for 25 years. Last fall, she had a pacemaker implanted and now her heart function is at near normal levels.

To celebrate National Go Red Day and support the American Heart Association (AHA), CJ & Associates had a kick-off celebration for their employees on February 1st. They supplied a heart healthy breakfast and encouraged employees to wear red in support of the cause. If they donated \$5 to the AHA, the company matched with a \$15 donation. In total, almost 95 percent of employees participated and raised over \$400.

CJ also lit their boardroom and lobby with red lights in support and created a tribute chain in their lobby. Employees can purchase tribute cards for \$1 and hang them on the chain in honor and memory of their loved ones. The chain will remain on display throughout the month of February and the money raised will also go to the AHA.

In 2007, CJ began their commitment as a proud supporter of the American Heart Association. They started their Families 4 Families program in honor of Judy Rudy. The program focuses on providing education for heart disease prevention and on creating a business culture that supports exercise and heart healthy living. They also began hosting a series of annual events for their employees, families and clients, including a kick-off celebration, a heart healthy cooking class, sponsoring a team at the annual Heart Walk, and a red wine tasting event.

CJ’s 2007 Heart Walk team consisted of 24 walkers and raised over \$10,000, becoming one of the top fundraisers for the event. They also participated in the !Start program leading up to the Heart Walk by creating an internal program encouraging employees to walk every day.

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Fifteen employees participated and walked over 2600 miles from the end of April through the Heart Walk in October. A Fiesta celebration was held in honor of their accomplishment. CJ will be participating again in 2008, starting on April 23rd.

CJ & Associates, Inc., whose president Kim Hastings was named a 2007 Woman of Influence, is one of the Top 25 Largest Women-Owned Businesses in Wisconsin. The company is a 2007 Top Milwaukee Workplace honoree and was selected to the Metropolitan Milwaukee Association of Commerce / Council of Small Business Executives Future 50 List.

CJ & Associates offers interior design services, project management, in-house installation services and products from a variety of manufacturers.

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