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Move?

2021-September-21



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Why Two Cisco Leaders Want You to Walk for Heart Health

BY JERRY SOVERINSKY

WITH HELEN GALL



The U.S. statistics are sobering:

Every 39 seconds, someone suffers a heart attack.

Every three minutes and 33 seconds, someone dies from a stroke.

The numbers are personal to [Cisco CFO Scott Herren](#), whose family has a history of cardiovascular disease.

That's why when he was asked to support the mission of the American Heart Association, "I was eager to sign on," he said, agreeing to serve as Cisco's executive sponsor for the [American Heart Association \(AHA\) 2021 Bay Area Heart Walk](#) on September 24, and its chairman for next year's event.

This year's Heart Walk welcomes virtual supporters, encouraging "here, there, or anywhere" active participation, as well as financial donations.

With a goal for Cisco to raise \$300,000 for the signature fundraising event with the American Heart Association and American Stroke Association (AHA/ASA), every dollar helps reach their heart-healthy mission:

- Save more babies and children who are born with congenital heart defects
- Train thousands of residents in [lifesaving CPR](#)
- Fund groundbreaking brain and heart research
- Champion health equity for all

You can [join a virtual team](#) or [participate independently](#). Every effort is part of a community-wide, social commitment to get hearts pumping, raise lifesaving funds, and honor survivors – all while having fun.

Tune in while movin' on September 24

The event kicks off at 11:30 a.m. PDT, with a live opening ceremony featuring popular San Francisco Bay Area radio host Ted Williams.

From noon until 6 p.m., choose from an upbeat lineup of on-demand fitness classes to view and do at your own pace. Whether it's boxing, Bollywood dancing, restorative yoga, or afternoon hiking, the Heart Walk is about moving to inspire cardiovascular health.



Fundraisers who raise more than \$1,000 are invited to join a live healthy cooking demo with Tirzah Love, a chef and caterer, named one of Essence Magazine's "Seven Dope Female Chefs You Should Know."

(Fun fact: Tirzah also took down Bobby Flay in a televised cooking competition.)



For Rakesh Chopra, this year's Heart Walk is personal

Rakesh Chopra, a Fellow in the Common Hardware Group, was [featured on We Are Cisco](#) after he suffered a stroke and has worked hard to aid his recovery.

"It was a scary experience. As I lay in the hospital and began to process, I began grappling with the fear of what it would mean to my kids, and my amazing wife Michelle, if I didn't recover. What mattered most was focusing on my long-term recovery."

In addition to following a structured exercise plan that has him moving regularly with increasing intensity, Rakesh is a member of [Cisco's top fundraising team for the Heart Walk](#), nearly reaching (at the time of publishing) their goal of raising \$60,000.

"I walk because I know that with every step, I'm making a difference in someone's life. And when combined with a million other Heart Walk Heroes across the nation, we have an even greater impact toward curing heart disease and stroke. Will you be a Heart Walk Hero with me?" Rakesh asks on [his fundraising page](#).

Fighting heart disease isn't a game. Except...

We hope you got a chance to watch the [epic virtual reality game of Pacebreaker](#), as Scott Herren faced off against SVP of Global Partner Sales Oliver Tuszik.

The livestream showcased both player's gaming skills, underscoring the value of collectively fighting heart disease.

Both Scott and Oliver battled it out in a competitive game featuring facets of tennis, racquetball, and even Breakout, tracking their individual heart rates as they fought to hit the most targets, all while inspiring online donations.

While Oliver won on points scored, Scott won on donations made. All money raised during the event have been credited to Cisco's Heart Walk campaign.

So, have a heart. Help Rakesh and other Ciscoans reach their fundraising goals.

"No kids should grow up without their parents so let's all chip in to make a difference," Rakesh says.

"Your donation will fund groundbreaking research that literally keeps hearts beating and helps people have longer, healthier lives."



Oliver and Scott battle it out

For information on how to register or donate to the Heart Walk, visit Cisco's [fundraising page](#). See you on September 24!

How to help your heart

The AHA offers several recommendations for reducing the risk of heart disease and stroke:

- **Eat well:** A healthy diet is one of the best weapons to fight cardiovascular disease.
- **Maintain a healthy weight and watch your sodium:** Keeping a healthy weight and limiting your salt intake helps control your blood pressure and lowers your risk of heart disease and stroke.
- **Stay active – daily:** 150 minutes weekly of moderate-to-intense physical activity can help lower blood pressure and cholesterol while keeping your weight at a healthy level.

Related Links

- [Employee and Family Assistance Program](#)
- [Learn hands on CPR](#)
- [Protect your heart](#)
- [Download the common heart attack warning signs infographic](#)
- [Our Impact - CSR & Time2Give](#)
- [Careers at Cisco](#)

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