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FOR IMMEDIATE RELEASE

**Hy-Vee Dietitians Launch “Healthy Heart, Healthy You” Campaign in February**  
*Free, Weekly Virtual Events Will Help Customers Better Understand Heart Health*

**WEST DES MOINES, Iowa (Feb. 3, 2021)** — Throughout the month of February, Hy-Vee’s team of registered dietitians will host free, weekly virtual events – including store tours, adult cooking classes and live Q&As – to provide education about ways to shop and cook to promote heart health.

***February 3-7: Heart Health Store Tour***

Hy-Vee dietitians will lead a virtual Heart Health Store Tour through the aisles of Hy-Vee, while sharing the basics of a heart healthy meal plan. Shopping tips and product recommendations to help add more nutrition to the shopping list and meal plan are included.

***February 8-14: Adult Cooking Class***

Hy-Vee dietitians will host a virtual cooking class with a twist as they demonstrate how to prepare three recipes and share fun wine pairings to enjoy with them, too. Visit <https://www.hy-vee.com/recipes-ideas/recipes> and filter by “heart healthy” for additional recipe ideas.

***February 15-21: Live Q&A with Hy-Vee Registered Dietitian***

Hy-Vee dietitians will be LIVE via our virtual tele-health platform to answer questions related to improving cholesterol levels, maintaining blood pressure, increasing activity level and more.

Register for any of the virtual events by searching your location at <https://www.hy-vee.com/health/hy-vee-dietitians/default.aspx> and clicking on the link for Healthy Heart, Healthy You. Classes will be offered consecutively each week for three weeks at the day and time the attendee chooses starting the first week of February. Customers will have 10 date/time combinations to choose from each week, with a limit of 150 attendees per class.

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**Hy-Vee, Inc.** is an employee-owned corporation operating more than 275 retail stores across eight Midwestern states with sales of \$11 billion annually. The supermarket chain is synonymous with quality, variety, convenience, healthy lifestyles, culinary expertise and superior customer service. Hy-Vee ranks in the Top 10 Most Trusted Brands and has been named one of America’s Top 5 favorite grocery stores. The company’s more than 88,000 employees provide “A Helpful Smile in Every Aisle” to customers every day. For additional information, visit [www.hy-vee.com](http://www.hy-vee.com).