



NEWS RELEASE

LBX Raises \$47,500 for American Heart Association's Life is Why We Give™ Campaign

April 2nd, 2018 (Lexington, KY)

LBX Company LLC, Lexington, Kentucky has raised \$47,500 in support of the American Heart Association's (AHA) annual Life is Why We Give™ campaign. LBX made a commitment to donate \$500 for every Link-Belt excavator, forestry machine or material handler retailed in February in North America. This is the second year that LBX has participated as a national supporter of the campaign.

“LBX is proud to continue our involvement with the American Heart Association. We thank our dealers and employees for a great month of results that couldn't have happened without their support,” said Eric Sauvage, President & CEO, LBX Company LLC. LBX is also a supporter of the Central Kentucky Heart Walk, which will take place at Keeneland Race Course in Lexington, KY on May 12, 2018.

“We are so pleased that LBX has once again chosen to participate in the Life is Why We Give™ campaign here in Lexington,” said Joey Maggard, executive director for the Lexington Division of the American Heart Association. “They join many companies across the nation who have chosen to make an extraordinary impact in the fight against heart disease and stroke by participating in this campaign. We are deeply grateful for their ongoing support.”

A check will be presented to the Lexington chapter of the AHA on May 12 at the Central Kentucky Heart Walk.



About LBX Company

For more information contact Lisa Bemis, Events & Promotion Supervisor, at lbemis@lbxco.com.

LBX Company LLC is the proud maker of Link-Belt hydraulic excavators, scrap/material handlers, demolition equipment and forestry equipment. These products are sold through a large independent dealer network located throughout North and Latin America. LBX's subsidiary company, LBX do Brasil, distributes these products in Brazil.

LBX Company is a subsidiary of Sumitomo (S.H.I.) Construction Machinery, a world-wide leader in construction equipment innovation and quality manufacturing based in Chiba, Japan.

More information is available by visiting lbxco.com or lbx.br.com.

About the American Heart Association

The American Heart Association is devoted to saving people from heart disease and stroke – the two leading causes of death in the world. We team with millions of volunteers to fund innovative research, fight for stronger public health policies, and provide lifesaving tools and information to prevent and treat these diseases. The Dallas-based association is the nation's oldest and largest voluntary organization dedicated to fighting heart disease and stroke. To learn more or to get involved, call 1-800-AHA-USA1, visit heart.org or call any of our offices around the country. Follow us on [Facebook](#) and [Twitter](#).

About Life Is Why We Give™

Each February, the American Heart Association urges Americans to unite in support of healthy living and the American Heart Association by participating in campaigns led by supporters around the country – including making a donation at participating retailers, purchasing specialty products to benefit the AHA, attending fundraising events and more. Life Is Why We Give™ allows consumers to think about their reasons to live healthier, longer lives and to give in honor of those reasons. Too long, heart disease and stroke have stolen our precious moments. In February, we fight back together and affirm that we're more powerful than these diseases... because everyone has a reason to live a longer, healthier life... and that reason is why we give.