



NEWS RELEASE

LBX Raises \$48,500 for American Heart Association's "Life is Why We Give" Campaign

March 22nd, 2017 (Lexington, KY)

LBX Company LLC, Lexington, Kentucky has raised \$48,500 in support of the American Heart Association's annual "Life is Why We Give" campaign. LBX made a commitment to donate funds for every Link-Belt excavator, forestry machine or material handler retailed in February in North America.

"LBX thanks our dealers and employees for making this happen," said Eric Sauvage, President & CEO, LBX Company LLC. "We couldn't have done it without their support."

A check will be presented to the Lexington chapter of the AHA on Tuesday, April 11 at LBX.



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.

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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

In February, the American Heart Association is urging 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.