

Lindsay realizes dream of healthier Winston-Salem

CHRONICLE STAFF REPORT

Cheryl Lindsay has put Winston-Salem in the record book.

Red H.E.A.R.R.T., an organization Lindsay founded to promote heart health, organized a series of large-scale "Get Moving" public exercise events over the past few months. One of them, a Feb. 1 Zumbatomic exercise session at the Benton Convention Center, is now listed on the Guinness World Record web site (www.guinnessworldrecords.com) as the largest Zumbatomic (a kid-friendly version of Zumba) class ever. The record was achieved with 1,121 young exercisers from Cash, Diggs-Latham, Kernersville, Lewisville, Sherwood Forest and Meadowlark elementary schools. Mayor Allen Joines, City Council Member Derwin Montgomery, Judge Denise Hartsfield and other local leaders were also on hand to take part and/or offer support.

Lindsay joined Joines at City Hall last week to officially announce the new Guinness World Record.

Lindsay said she first set her sights on breaking the record back in December. She shared her dream with Diggs-Latham



A large crowd takes part in a Zumba session at Hanes Mall.

Photos courtesy of Red H.E.A.R.R.T.

Principal Donna Cannon; Beth Graves, a Cash Elementary PE teacher; and Helen Naples, owner of Women's Wellness Fitness.

"They are the pioneers that made the initial connections to vet the idea further," Lindsay said. "Donna Cannon was the first principal who said 'yes' to the initiative and quickly began contacting other members of the Winston-Salem/Forsyth County School system to make the real connections."

In addition to the Zumbatomic feat, Lindsay and her supporters also got 8,936 local students to pledge to be physically active for at least 30

minutes for five days a week.

The Zumbatomic event was held on the first day of the American Heart Association's "Go Red," an annual campaign to raise awareness about women's heart health. Lindsay, a longtime supporter of the Go Red campaign, also organized a Feb. 1 noontime Zumba-Thon at Hanes Mall that aimed at getting busy women moving.

Naples and Tracie York led exercises for more than 250 women from all ages and backgrounds. The mall event also included a health fair with Winston-Salem State University nursing students conducting

screenings and reps from the Cobblestone Farmers Market and Harmony Ridge Farms providing nutrition tips.

"I am certain the ladies of the Triad have seen that we can exercise and have fun at the same time," Lindsay said about the mall event.

Red H.E.A.R.R.T. - which Lindsay founded to honor her late mother, Gail - is a modest operation, run only by Lindsay and her two teenaged sons, Brandon and Bryson Christmas. Lindsay said what the organization lacks in manpower and resources is more than made up for in faith.

"With the Lord's amazing

grace, all things are possible; and with the community support, volunteers and partnerships, each of the initiatives were probable," said the community active HanesBrands executive.

Red H.E.A.R.R.T.'s partners and supporters include HanesBrands Inc., the Twin City Quarters, Mayor Allen Joines and the Office of the Mayor, Studio ZT, WS/FC Schools, Forsyth Medical Center, the YWCA, Go Red Council/American Heart Association, Harmony Ridge Farms, WomanCare, Women's Wellness & Fitness, Viewfinders Media, Fleet Feet Sports, The Portrait Gallery, Forsyth Woman Magazine, Forsyth Family Magazine, Union Baptist Church and Wildfire.



Lindsay

For more information about Red H.E.A.R.R.T., visit www.Redhearrt.com or call 336-655-5101.

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