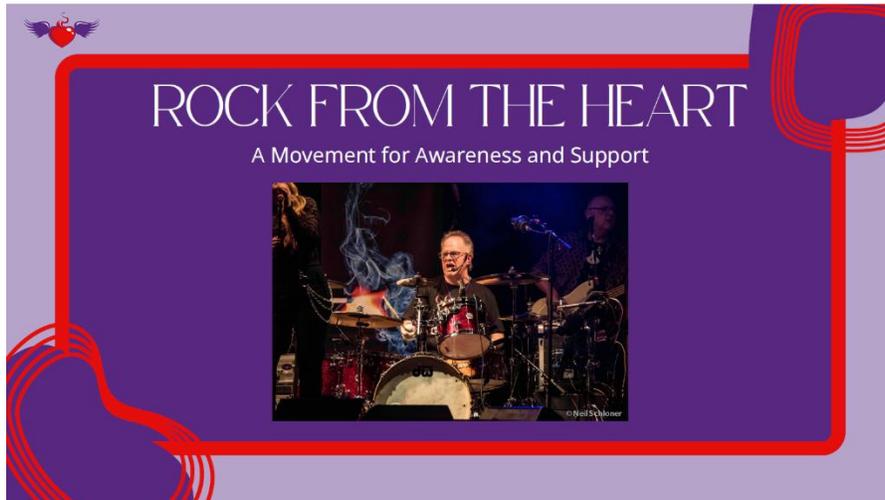




Heart Month February 2026 Impact Report

Educating. Connecting. Inspiring.



A February to Remember

February 2026 was Rock from the Heart's most visible Heart Month to date. In just 28 days, this all-volunteer Minnesota nonprofit earned a Governor's Proclamation, lit up a Minneapolis landmark, appeared on two major Twin Cities media outlets, presented to a city council, earned a newspaper feature, hosted a successful educational event, and reached more than 190,000 people across digital platforms.

What follows is the full story of Heart Month — by the numbers, and in pictures.

By the Numbers

190K+

Total Digital Impressions

133K

Facebook Views

757

YouTube Views (7 Days)

77.4 hrs

YouTube Watch Time

217

Net New FB Followers

+537%

New Follows (Feb)

+110%

Facebook View Growth

5,803

Total FB Followers

Governor's Proclamation

On February 4, 2026, Governor Tim Walz — joined by Secretary of State Steve Simon — officially proclaimed Sunday, February 22, 2026 as Heart Valve Disease Awareness Day in the State of Minnesota. This historic recognition was secured through the advocacy efforts of Rock from the Heart and honors the more than 5 million Americans living with heart valve disease.



Receiving the official proclamation at the Minnesota State Capitol



The proclamation is in hand!



STATE of MINNESOTA

Proclamation

WHEREAS: Heart valve disease occurs when one or more of the heart's four valves fail to open or close properly, disrupting blood flow and placing increased strain on the heart, which can lead to heart failure, stroke, sudden cardiac arrest, or death if left untreated; and

WHEREAS: More than 5 million Americans are currently living with heart valve disease, and its prevalence increases with age, affecting approximately one in ten adults over the age of 75; and

WHEREAS: Despite its seriousness, heart valve disease often goes undiagnosed or mistaken for normal aging, as symptoms such as shortness of breath, fatigue, lightheadedness, and chest pain can be subtle or overlooked; and

WHEREAS: Early detection through regular medical exams, along with advances in treatment, can significantly improve outcomes and allow many individuals living with heart valve disease to return to active, healthy lives; and

WHEREAS: Increasing public awareness of heart valve disease helps encourage timely diagnosis, informed conversations with health care providers, and greater understanding of available treatment options; and

WHEREAS: On February 22, individuals and organizations nationwide recognize Heart Valve Disease Awareness Day to honor those living with the condition and highlight the importance of early detection, diagnosis, and treatment.

NOW, THEREFORE, I, TIM WALZ, Governor of Minnesota, do hereby proclaim Sunday, February 22, 2026, as

HEART VALVE DISEASE AWARENESS DAY

in the State of Minnesota.



IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Minnesota to be affixed at the State Capitol this 4th day of February.



GOVERNOR



SECRETARY OF STATE

The I-35W Bridge Lights Up

On the evening of February 22, 2026 — Heart Valve Disease Awareness Day — the iconic I-35W bridge spanning the Mississippi River in Minneapolis was illuminated in purple and red, the official colors of Heart Valve Disease Awareness. This is the second consecutive year Rock from the Heart has achieved this recognition, turning one of Minnesota's most visible landmarks into a beacon of awareness.



The I-35W bridge over the Mississippi River — purple and red for Heart Valve Disease Awareness Day, Feb. 22, 2026

Media Coverage

During Heart Month 2026, Rock from the Heart earned significant earned media coverage across television, radio, and print — bringing aortic and heart valve disease awareness to audiences throughout the Twin Cities and greater Minnesota.

Fox 9 Good Day Minnesota

Pete and Amy Johnson appeared live on Fox 9's Good Day Minnesota morning program, one of the Twin Cities' most-watched morning shows. The segment highlighted the Rock from the Heart concert and the mission of raising awareness for aortic and heart valve disease, reaching tens of thousands of Minnesota viewers during prime morning viewing hours.



Pete and Amy Johnson on Fox 9 Good Day Minnesota — "Rock From the Heart Concert: Raising Money for Aortic & Heart Valve Disease"

WCCO Radio — With Adam & Jordana

Amy Johnson was interviewed live on WCCO Radio with hosts Adam and Jordana, one of Minnesota's most listened-to radio programs. The interview brought heart valve disease awareness to a broad statewide audience and highlighted Rock from the Heart's mission and upcoming events.



Community Outreach: Delano City Council

Amy Johnson presented to the Delano City Council during American Heart Month, bringing awareness of aortic and heart valve disease directly to civic leadership in Wright County. The full council — Mayor Holly Schrupp and Council Members Becky Schaust, Peter Froehle, Jason Franzen, and Todd Belz — donned red heart sunglasses in a show of support. The appearance was covered by the Delano Herald Journal.



Delano City Council in heart glasses with Rock from the Heart founder Amy Johnson



PHOTO BY ROBERT HOPWOOD

Rock from the Heart founder Amy Johnson poses with the Delano City Council after speaking about the organization's upcoming event. From left, Johnson, Council Member Becky Schaust, Council Member Peter Froehle, Mayor Holly Schrupp, Council Member Jason Franzen, and Council Member Todd Belz.

Rock from the Heart returns to Delano City Council for American Heart Month awareness

Delano Herald Journal — "Rock from the Heart returns to Delano City Council for American Heart Month awareness"

Aortic Ed Sessions and Digital Reach – February 2026

Rock From the Heart hosted its Aortic Ed Sessions on February 13, 2026 at Canterbury Park in Shakopee, MN. The event brought together leading physicians, surgeons, nurses, genetic counselors, and patient advocates to provide free, expert education to the aortic and heart valve disease community.

Presenting Speakers & Topics

Platform	Key Metric	Growth / Detail
Allison Berg, MS, CGC	Genetics and the Aorta	229 YouTube views in 7 days
Katherin Leckie, MD, PhD	Advances in Endovascular Treatment	80 YouTube views in 7 days
Konstantinos Voudris, MD, PhD	Aortic Valve Replacement Options	91 YouTube views in 7 days
Victor Cheng, MD	Aortic Disease Screening & Surveillance	82 YouTube views in 7 days
Annie Tita, MD	Rehabilitation after Aortic Surgery	68 YouTube views in 7 days
Linda Dehner, RN, CEN	Navigating Aortic Emergencies	61 YouTube views in 7 days

All sessions were recorded and uploaded to Rock from the Heart YouTube channel, creating a permanent, freely accessible library of expert aortic disease education for patients and families nationwide.

Rock From the Heart's Heart Month social media and digital efforts generated extraordinary reach across all platforms during February 2026. Every piece of content published during this period contributed to a growing library of awareness resources with unlimited self-life.

Platform	Key Metric	Growth / Detail
Facebook	133,676 views • 55,314 unique viewers	+110% views vs. prior period
Facebook	217 net new followers • 5,803 total	+537% new follows
Facebook	2,600 content interactions	+70.1% engagement growth
Facebook	162 posts published during Heart Month	Photos performing +234% vs. other formats
Instagram	3,302 views • 1,010 accounts reached	48 pieces of content published
LinkedIn (Amy)	1,450 post impressions	+172.6% growth in 7 days
YouTube (28D)	1,200+ views • 77.4 hours watched	+287 views more than usual
YouTube (7D post-event)	757 views across 13 Aortic Ed Sessions videos	Highest single video: 197 views

Facebook traffic to YouTube was the #1 external referral source (48.4%), confirming that the integrated social media and video strategy is working. Google Search drove an additional 21.5% of YouTube traffic — meaning people searching for aortic disease information are finding Rock from the Heart videos organically.

“Your sponsorship lives on with every view — long after the event ends.” — **Rock From the Heart**

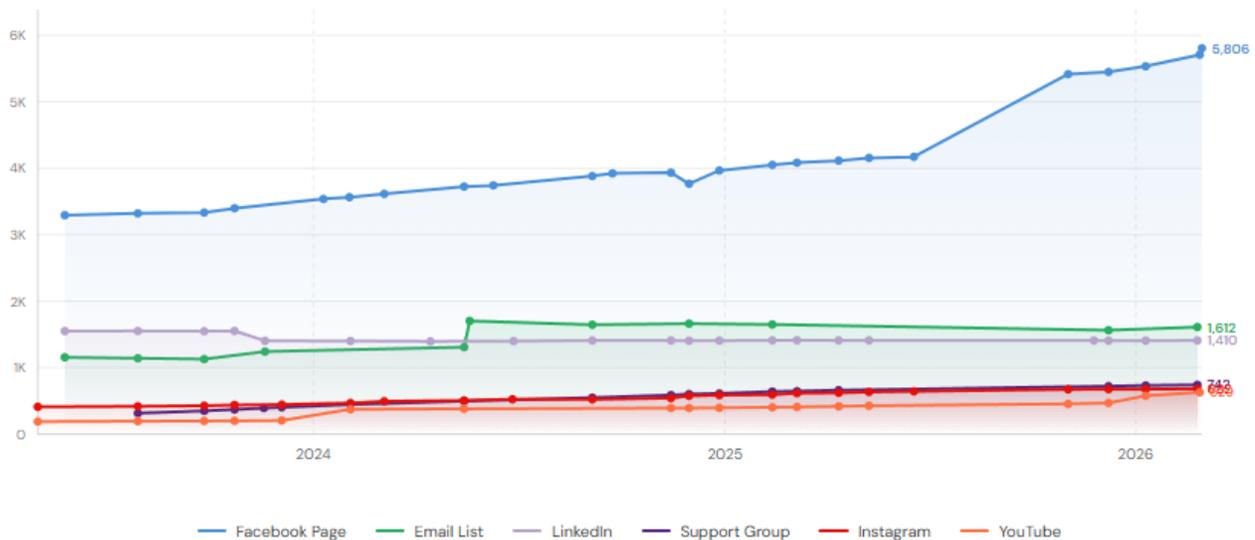
Who We Reach

Rock From the Heart's audience reflects the demographics of the aortic and heart valve disease community — with strong representation among the age groups most affected by these conditions, and consistent reach to both patients and the family members and caregivers who support them.

Platform	Key Metric	Growth / Detail
Primary audience (Facebook & Instagram)	68.8% Women / 31.2% Men	Consistent across platforms
Largest age group (Facebook)	55–64 years old	35.2% of followers
Second largest (Facebook)	45–54 years old	25.6% of followers
Third Largest (Facebook)	65+ years old	22.1% of followers
Instagram top age range	25–34 years old	29.9% — reaching adult caregivers & family
YouTube top traffic source	Facebook referrals	48.4% of external traffic
YouTube organic discovery	Google Search	21.5% of external traffic

The Instagram audience skews younger than Facebook — reflecting the adult children, spouses, and caregivers of heart patients who are seeking information and support. This multi-generational reach amplifies Rock from the Heart's mission across the entire family unit affected by aortic disease.

Sustained Growth



LinkedIn: Drop in late 2023 reflects a platform-wide purge of inactive accounts — not an organic loss. Followers have remained stable since.

Instagram: Actively growing. Our Instagram audience skews younger — reaching the caregivers, family members, and future patients who may not yet know aortic disease exists. Awareness is the first step: early detection saves lives.

Facebook: Our strongest and most engaged platform — the heart of the RFTH community. The November 2025 surge reflects the impact of consistent content and awareness campaigns.

YouTube: A key growth priority. Our Aortic Ed Sessions videos and The Heart Connection Podcast are driving subscriber growth — creating a permanent, freely accessible library of expert education for patients and families nationwide.

YouTube Library — Growing Impact

Rock From the Heart's YouTube channel has become a trusted, permanent resource for the aortic and heart valve disease community. Over the past year, the channel's most-viewed videos demonstrate the breadth of the organization's educational reach — from clinical expert presentations to celebrity survivor stories.

Platform	Key Metric	Growth / Detail
Rock From the Heart Trailer	Event highlight reel	1,800 views (all-time)
Gina Schock, Go-Go's Drummer	Celebrity survivor story	1,500 views (all-time)
Christina Fanola, MD MSc	Medical presentation	818 views (all-time)
Aortic Fire with Gina Schock	Event coverage	609 views (all-time)
Sebastian Bach	Celebrity appearance	325 views (all-time)
Allison Berg, MS, CGC	Genetics & the Aorta (Feb 2026)	197 views in 7 days

Watch time represents the most meaningful engagement metric on YouTube. In February 2026 alone, viewers watched 77.4 hours of Rock from the Heart content — the equivalent of nearly two full work weeks of people learning about aortic disease from world-class experts. This library continues to grow with every event.

Our Story

Rock From the Heart was founded in 2019 by Pete and Amy Johnson of Delano, Minnesota. When Pete was diagnosed with aortic stenosis and an aortic aneurysm in 2015, they found themselves scared and searching for answers — and they wanted to create a "soft landing point" for others in the same position.

What began as a personal mission has grown into a statewide awareness organization that proactively educates about aortic and heart valve disease, bridges the gap between families and support, connects diagnosed patients with resources, and inspires through the power of music.

Rock From the Heart is 100% volunteer-run. All proceeds from merchandise and donations go directly back into the organization's programs. Every event, every video, every proclamation is powered entirely by people who believe that education saves lives.

"We wanted to be the soft landing point — the place where people who are scared and looking for answers can find hope."

— Amy Johnson, Co-Founder, Rock from the Heart

Growing a Community. Expanding Awareness. Saving Lives.

Digital Growth & Community Impact • May 2023 – March 2026

TOTAL DIGITAL REACH

12,900+

▲ 53%

total community members
across all platforms

Rock From the Heart has grown its total digital audience by more than 4,400 individuals since May 2023 — driven by Aortic Ed Sessions, benefit concerts, educational video content, and strategic community building.

PLATFORM GROWTH • MAY 2023 – MARCH 2026

5,806

▲ 76%

Facebook Followers

742

▲ 136%

Private Support Group

629

▲ 233%

YouTube Subscribers

1,612

▲ 39%

Email Subscribers

OUR IMPACT IN THEIR WORDS

We are scaling disease-specific education and support — and the data proves it. Our private support community has grown 136%, demonstrating rising demand for connection and peer support around aortic and heart valve disease. Educational reach continues to expand, with YouTube subscribers increasing 233% as more individuals access Aortic Ed Sessions and expert presentations online.

EVENT-DRIVEN GROWTH

In-person programming consistently drives measurable digital growth — Aortic Ed Sessions, benefit concerts, and community events create sustained awareness that extends far beyond the day of the event. The Heart Connection Podcast and ongoing educational video content continue to accelerate YouTube growth.

PROJECTED TRAJECTORY

6,500+

By late 2026

Facebook Followers

900+

By 2027

Support Group Members

1,000+

By 2027

YouTube Subscribers

15,000+

By 2027

Total Digital Reach

Funders and sponsors who invest today are joining a growing movement at an inflection point — as Rock from the Heart scales its reach across Minnesota and beyond.

With Gratitude to Our Sponsors

Rock From the Heart's Heart Month 2026 programs were made possible through the generous support of our sponsor partners. Their investment in our mission extends far beyond a single event — it funds a permanent library of free education, statewide advocacy, and community connection for patients and families living with aortic and heart valve disease.



What's Next: Rock from the Heart-Northland 2026

Building on the momentum of Heart Month 2026, Rock from the Heart is expanding its reach to northern Minnesota with the Rock from the Heart-Northland event, scheduled for September 2026 – Details TBD

Rock from the Heart-Northland will bring the same expert education, survivor stories, and community connection that has defined Rock from the Heart events to an entirely new audience in northern Minnesota.

Sponsorship opportunities for Rock from the Heart-Northland are available. For information on how to partner with us, please contact us at office@rockfromtheheart.org.

ROCK FROM THE HEART™



Rock From the Heart

EIN: 84-2009806 • 501(c)(3) Nonprofit • 100% Volunteer-Run

rockfromtheheart.org

Educating. Connecting. Inspiring.

Aortic Valve Disease Fact Sheet

Aortic stenosis is a condition in which the aortic valve in the heart becomes narrowed, restricting blood flow from the heart to the rest of the body. The aortic valve is responsible for allowing blood to flow from the left ventricle (the heart's main pumping chamber) into the aorta, the largest artery in the body.

5 million+ Americans are living with heart valve disease.

Up to 5 million Americans are living with heart valve disease overall, with approximately 1.5 million affected by aortic stenosis specifically.

2% of the population is born with a bicuspid aortic valve — a common congenital defect.

Despite the high prevalence of aortic valve disease in older adults, many cases go undiagnosed or untreated due to lack of awareness of symptoms.

Studies show that up to:

40% of patients with severe aortic stenosis do not receive treatment, often due to misdiagnosis or barriers to care.

Without intervention, severe aortic stenosis has a

50% mortality rate within 2–3 years of symptom onset.

The Good News Is

With intervention: Survival improves dramatically,
with 2-year survival rates exceeding:

90% Long-term survival (10+ years) is common, especially in younger or lower-risk patients.

and more than:

80% report feeling significantly better within weeks after valve replacement, with reduced fatigue, improved mobility, and a return to daily activities.

Sources: American Heart Association, Cleveland Clinic, National Heart, Lung, and Blood Institute

ROCK FROM THE HEART™





Thoracic Aortic Aneurysm Fact Sheet

Understanding Thoracic Aortic Disease

Thoracic aortic disease refers to conditions affecting the aorta in the chest area, including thoracic aortic aneurysms and aortic dissections. These conditions are serious but manageable with early detection and treatment.

What is a Thoracic Aortic Aneurysm?

- Definition: An enlargement of the aorta in the thoracic (chest) cavity, which carries blood from the heart.
- Progression: Often grows silently without symptoms.
- Risks: If untreated, it can lead to acute aortic dissection — a life-threatening tear in the aorta's wall.

6–10

people per 100,000 are affected by thoracic aortic disease annually

20%

of thoracic aortic aneurysms are hereditary

Aortic dissections are responsible for more than

13,000

deaths annually in the U.S.

33%

of untreated dissections result in death within the first 24 hours

Prevention and Screening

High-risk individuals, including those with a family history, should have routine imaging tests like CT scans, MRIs, or echocardiograms.

Lifestyle changes, such as managing blood pressure and avoiding smoking, can reduce the risk.

With Intervention, Survival Improves Dramatically

90%+

survival rate for elective aneurysm repairs when detected early, thanks to advances in surgical techniques.

Sources: American Heart Association (AHA), Centers for Disease Control and Prevention (CDC), National Institutes of Health (NIH), Cleveland Clinic, Mayo Clinic

