

Press Release



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Page: 1/2

Heartbeat International Foundation, Inc.
Laura Maniscalco DeLise
Executive Vice President
www.HeartbeatSavesLives.org
ldelise@heartbeatsaveslives.com
(813)259-1213

Heartbeat International Launches *One Heart Magazine* on World Heart Day

Tampa, Florida, USA, September 29, 2011—Heartbeat International Foundation, Inc. (HBI), in partnership with The Publishing Firm Inc (TPF), today announced that it will launch its new publication, *One Heart Magazine*, to coincide with World Heart Day on September 29, 2011. HBI is a charitable foundation dedicated to saving lives by providing cardiovascular implantable devices and treatment to people in need around the world.

HBI, which was founded in 1984, believes that no one should die as a result of needing a lifesaving pacemaker device and not being able to afford it. The organization currently has a global footprint of 15 countries and has saved more than 11,000 lives in over 25 countries across the globe.

In addition to providing cardiac devices and all related professional and medical services by doctors and hospitals at no charge to patients in need globally, HBI develops and provides continuing education programs for healthcare professionals—and education and prevention programs for the general population through their strategic alliances.

One Heart Magazine, the official new publication of HBI and the voice of the Global Cardiovascular Alliance, will highlight corporations, nonprofit organizations, individuals, and strategic alliances that are working to further their cause. Additionally the magazine will give readers a glimpse into the future of healthcare through the eyes of industry pioneers and leading experts, as well as spotlight key philanthropic supporters of world health and the programs they support. The inaugural edition of *One Heart Magazine* has been supported by some of the largest organizations in the field of cardiovascular medicine, such as: World Heart Federation, World Health Organization, BIOTRONIK, American College of Cardiology, and Johns Hopkins University.

The magazine, directed to international leaders in medicine, philanthropy, business and government, will be distributed to members of the American College of Cardiology, cardiovascular industry professionals, attendees of HBI events, leaders in the fields of healthcare and philanthropy, and government officials. *One Heart Magazine* will be released annually. The first interactive, electronic version of the publication will be available online on September 29, 2011, as well by visiting www.oneheartmagazine.com.

"*One Heart Magazine* will become a key global platform for HBI to develop strategic alliances and partnerships", commented Dr. Benedict S. Maniscalco, MD, Chairman and CEO of HBI. "One of our goals as we move into the future is to expand our mission to provide additional devices, equipment, expertise and personnel to the populations we serve worldwide—and this magazine is an important channel in our quest to fulfill that mission."

It is estimated that there are between one and three million people around the globe who are in need of a pacemaker, and this number grows each year as the world's population ages.

"People like Christine Bocus, a 19-year-old student who received a pacemaker in 2006, benefit from HBI", said Mr. Basha Mohammed, HBI Director of the Caribbean. "In 2010, the weakness and listlessness Christine experienced before her first cardiac device was implanted returned. Doctors explained that because of her active lifestyle, the first pacemaker's battery was nearly depleted, and she needed a new cardiac device. Christine's family was unable to afford it, but Heartbeat International donated the specialized pacemaker she needed."

World Heart Day, observed each year in September, was created in the year 2000 by the World Heart Federation to inform people around the globe that heart disease and stroke are the world's leading causes of death. Cardiovascular disease claims more lives worldwide than AIDs and cancer combined—more than 17 million lives annually.

To visit the Heartbeat International Foundation website and to view the online digital version of *One Heart Magazine* visit <http://www.heartbeatsaveslives.com/magazine.php> or www.oneheartmagazine.com.

Contact:

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ldelise@heartbeatsaveslives.com
(813)259-1213

The Publishing Firm Inc.
www.thepublishingfirm.com
connect@thepublishingfirm.com
(813)261-2127

About Heartbeat International Foundation, Inc.

Heartbeat International Foundation saves lives globally by providing cardiovascular implantable devices and treatment to the needy people of the world.

About The Publishing Firm Inc.

The Publishing Firm is a world-class media group that provides clients with unparalleled access to information, cutting edge technologies and the benefits and reach of an expert sales force.