

MEDIA ADVISORY

2010 SAN DIEGO



HEART *Beach* **BALL**

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American Heart Association's 2010 Heart *Beach* Ball

The American Heart Association's 2010 Heart Beach Ball will take place on the pristine & sandy shores of the beautiful Hotel del Coronado. The 2010 Heart Beach Ball is a celebration of medical events that never occur due to better education and understanding of risk factors that can lead to heart attack or stroke. All presenters and speakers will be available to the media. Feel free to don your favorite linen pants & Tommy Bahama shirt and blend in - for this is the only Ball in town where No Shoes are Required!

WHAT: American Heart Association's Inaugural Heart Beach Ball

WHEN: Saturday, June 12, 2010
5:00 p.m. – 10:00 p.m.

WHERE: Hotel Del Coronado
1500 Orange Avenue
Coronado, CA 92118

Funds raised at the American Heart Association's Heart Beach Ball will help fund the research that allows us to better understand what causes heart disease and stroke, as well as ways to diagnose, treat and prevent them. Research funded by the American Heart Association has yielded numerous discoveries, including CPR, life-extending drugs, pacemakers, bypass surgery and surgical techniques to repair heart defects. None of this would have been possible without your support.

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2010 SAN DIEGO

CALENDAR ANNOUNCEMENT



HEART *Beach* BALL

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(858) 410-3822
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American Heart Association's Inaugural Heart *Beach* Ball

WHAT: The American Heart Association's Inaugural Heart Beach Ball

WHEN: Saturday, June 12, 2010

WHERE: Hotel del Coronado
1500 Orange Avenue
Coronado, CA 92118

For more information or to register please contact Minerva Briseno at (858) 410-3849 or via email at Minerva.briseno@heart.org

The American Heart Association's 2010 Heart Beach Ball will take place on the pristine & sandy shores of the beautiful Hotel del Coronado. The 2010 Heart Beach Ball is a celebration of medical events that never occur due to better education and understanding of risk factors that can lead to heart attack or stroke. All presenters and speakers will be available to the media. Feel free to don your favorite linen pants & Tommy Bahama shirt and blend in - for this is the only Ball in town where No Shoes are Required!

All proceeds will go towards funding life-saving research and educational programs of the American Heart Association. Event tickets range from \$300-\$500 per person, and sponsorship starts at \$3,000 for a table of ten.

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FOR IMMEDIATE RELEASE

CONTACT:

Eric Thompson
(858) 410-3822 or eric.thompson@heart.org



Evva and Michael Fenison named Head Lifeguard “Chairs” of the American Heart Association’s 2010 Heart Beach Ball

Heart Beach Ball to be held on beaches of Hotel del Coronado June 12, 2010

SAN DIEGO, September 24, 2009 – The American Heart Association’s San Diego Division is excited to announce that Evva & Michael Fenison have been named Head Lifeguard “Chairs” for the American Heart Association’s 2010 Heart Beach Ball. The Heart Beach Ball will be held June 12, 2010, on the beach of the Hotel del Coronado. Organizers expect the inaugural event to be a sell out.

“We firmly believe that the American Heart Association is providing priceless assistance to each and every one of us, from ensuring we all have the knowledge & resources to live healthier lives, to funding crucial research that could quite possibly provide the next ‘breakthrough’ in the treatment of heart disease and stroke,” Evva explained in announcing their support of the Heart Beach Ball.

“We know that by supporting the work of the American Heart Association, we will help provide a positive impact not only in our own lives, but also in the lives of our family, friends & community,” she added. “We are honored to accept such a great responsibility!”

The 2010 Heart Beach Ball is being billed as celebration of medical events that never occur due to better education and understanding of risk factors that can lead to heart attack or stroke.

The Fenisons are excited about bringing attention to details that many take for granted. “The better we are at being our own healthcare advocate, knowing the warning signs, risk factors and just taking charge of our physical health, the better the odds that we can each prevent ourselves from being ‘saved’ from heart disease.”

Funds raised at the Heart Beach Ball will help fund the research that allows us to better understand what causes heart disease and stroke, as well as ways to both treat and prevent them. Research funded by the American Heart Association has yielded discoveries such as CPR, life-extending drugs, pacemakers, bypass surgery and surgical techniques to repair heart defects.

Michael Fenison, Founder & CEO of Pure Financial Advisors, a San Diego based wealth management firm, is also proud to share that his company will be the presenting “Tidal Wave” sponsor of the 2010 Heart Beach Ball.

For every new planning client engagement from August 28, 2009 to June 30, 2010, Pure Financial will donate a minimum of \$100, and up to \$500 to the American Heart Association's 2010 Heart Beach Ball, for a minimum donation of \$30,000.

For more information about the American Heart Association's 2010 Heart Beach Ball, including sponsorship opportunities, please call (858) 410-3834.

- 30 -

About the American Heart Association

Founded in 1924, we are the nation's oldest and largest voluntary health organization dedicated to building healthier lives, free of heart disease and stroke. To help prevent, treat and defeat these diseases — America's No. 1 and No. 3 killers — we fund cutting-edge research, conduct lifesaving public and professional educational programs, and advocate to protect public health. To learn more or join us in helping all Americans, call 1-800-AHA-USA1 or visit americanheart.org.