

2012 *Art For Heart*

On January 27, 2012, the Art for Heart Committee will host the 34th Annual Art for Heart gala at the Country Club of Jackson. Art for Heart is widely recognized as a premier philanthropic event in Jackson. This event is a celebration of the community's support of the life-saving mission of the American Heart Association and has contributed over \$5 million to the mission since its inception.



Jackson, Mississippi

This black-tie optional event will feature:

- Elegant dinner and cocktail party
- HeArt Gallery limited silent auction
- Red Room Interactive Art Auction
- Live Art Auction
- Evening of Giving – Open Your Heart Special Appeal
- Entertainment
- An opportunity for sponsors, guests, survivors and community members to fight heart disease and to help, heal and hope together

Some highlights of 2011 Art for Heart:

- Raised over \$400,000
- Over 450 health care providers, business leaders, professionals, philanthropists, and other community members attended Art for Heart
- Over 250 health care providers, business leaders, professionals, philanthropists, and other community members attended Art for Heart Preview Party
- Estimated Media Reach: 3.1 million impressions
- Awareness raised through distribution of 450 stroke warning signs brochures
- Survivor stories and awareness shared via media and event activities

As an American Heart Association partner, you will be:

- Associated with a national health organization perceived positively by 98% of the public
- Perceived as being community-spirited with a desire to give back
- Provided with excellent networking opportunities for corporate leaders
- Offered a compelling opportunity to live and give

about the...



American Heart Association | **American Stroke Association®**

If there was no American Heart Association (AHA), there would be no lives saved by CPR because AHA science is responsible for the guidelines that all CPR courses are based on. There would be no unified effort to educate women and health care professionals about the leading cause of death in women – heart disease. Every time a person in **Jackson, Mississippi** goes to their medicine cabinet, the AHA is there in the medicines they take and every time they visit a school the AHA is there in the snacks and PE options offered to students to prevent obesity. The list of activities and efforts the AHA conducts daily is too long to share here, but our mission and goal summarizes all that we do.

Our mission...

Building healthier lives free of cardiovascular disease and stroke

Our goal...

By 2020, to improve the cardiovascular health of all Americans by 20% while reducing deaths from cardiovascular disease and stroke by 20%

For more information

or to discuss customized sponsorship opportunities, please contact Michelle Alexander at michelle.alexander@heart.org or 601-321-1214

www.heart.org/metrojacksonheartball

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