



HEARTVIEW GLOBAL FOUNDATION

*2nd Annual
"Give for the Heart"
Dinner and Auction*

Saturday, February 16, 2013
Four Seasons Hotel, Westlake Village CA
6:30 PM – 8:00 PM Cocktails & Silent Auction
8:00 PM Dinner, Program & Entertainment

For Information, contact TAI Events, Inc. at (310) 996-1188 or at tai@taievents.com

Honoring

Diane Brinson
President / Principal
Momentous Insurance Brokerage

Asher Kimchi, M.D.
Clinical Chief, Division of Cardiology, Cedars-Sinai Heart Institute
Medical Director, Preventive and Consultative Heart Center of Excellence
Cedars-Sinai Medical Center, Los Angeles

Board of Directors

Jonathan Schwartz - *President* • Meridith Schwartz - *Vice President*
Mark Gold – *Chief Financial Officer* • Daniel S. Berman, M.D. – *Secretary*
Satinder Bhatia, M.D. • Andrew Krutman • Michael Oppenheim

Mission: To identify heart disease in its latent "clinically silent" phase, thereby allowing asymptomatic but vulnerable individuals to undertake the necessary prophylactic lifestyle modifications and medications to arrest atherosclerosis - and for clinically unrecognized high risk individuals to undergo the necessary coronary interventions - that will help prevent the development of heart attacks, stroke, or premature sudden cardiac death.

To encourage a plant-based nutrition diet founded in vegetables, fruits, whole grains, legumes, along with some nuts and seeds. Essentially, it is eating as close to nature as possible. Populations that follow a plant-based diet have been found to be leaner and have far lower incidence of chronic disease, including heart disease and stroke.

HeartView Global Foundation supports the work of Daniel S. Berman, MD, Director, Nuclear Cardiology and Director, Cardiac Imaging at Cedars-Sinai. Proceeds from this event will benefit Cedars-Sinai for cardiac imaging research and to underwrite Cardiac CT Angiogram for patients needing such assistance.



In 2011, my childhood friend, Lawrence Krutman, passed away of a heart attack at age 42. I decided to share his passing with my physician, who practices preventative medicine. I'm an avid fitness enthusiast, and I've never had any health problems. Since I have a family history of early heart disease, my doctor suggested I take the coronary CT angiogram. This is a non-invasive virtual image of your coronary arteries, and this test is not covered by health insurance. I decided to pay the \$800 for "peace of mind". The results of this test revealed that I had nearly a 100% blockage in a large coronary artery. I was told that I needed a stent to prevent a heart attack and possible death. This shock made me reflect on my eating habits, fitness routine, and overall lifestyle. I read countless books and consulted many experts in plant-based nutrition. I needed to reverse and arrest my coronary disease. I now consider myself a miracle life survivor and I want to live a long and healthy life with my loving wife and three beautiful sons.

My friends passing saved my life, and now I want to help improve and possibly save the lives of thousands of people. This is why I started a non-profit called HeartView Global Foundation.

- Jonathan Schwartz

SPONSORSHIP OPPORTUNITIES

- GOLD SPONSORSHIP - \$10,000
 - Gold Full-page ad in Tribute Journal
 - PREFERRED Table of 10 at dinner
 - Gold Sponsor recognition in printed materials
- BRONZE SPONSORSHIP - \$7,500
 - Bronze Full-page in Tribute Journal
 - Table of 10 at dinner
 - Bronze Sponsor recognition in printed materials
- TABLE SPONSOR - \$5,000
 - Table of 10 at dinner
- INDIVIDUAL DINNER TICKETS
 - _____ tickets at \$1,000 per ticket – PREFERRED SEATING
 - _____ tickets at \$500 per ticket

TRIBUTE JOURNAL OPPORTUNITIES

- Outside Back Cover (7.5" x 10") - \$3,500
- Inside Cover (Front/Back) (7.5" x 10") - \$1,500
- Full Page (7.5" x 10") - \$750
- Half Page (7.5" x 4.875") - \$500
- Camera ready art attached Design attached Copy

Name _____ Company _____
 Address _____ City _____ State _____ Zip _____
 Business Phone _____ Home Phone _____
 Fax _____ Email _____
 Enclosed is a check in the amount of \$ _____ or please charge \$ _____ to my
 Visa MasterCard AMEX We regret we are unable to participate this year, but would like to make a
 donation in the amount of \$ _____
 Credit card # _____ Exp. Date _____ Code _____
 Name on CC _____ Signature _____

Please indicate exactly how you wish to be listed on event materials above
Send form, artwork, and check to: **HEARTVIEW GLOBAL FOUNDATION**
c/o TAI Events, Inc. 13636 Ventura Boulevard, Suite 416, Sherman Oaks, CA 91423
(310) 996-1188 Phone (310) 996-1198 Fax Tax ID # 45-3984075

All ads are Black & White and non-bleed. For ads we encourage MAC high-resolution (300 dpi) PDF, TIFF or EPS files with fonts embedded. E-mail ads to tai@taievents.com if under 6 MB zipped/stuffed. For ads above 6 MB, please send via www.YouSendIt.com. If you would like us to design your ad, please attach copy and any instructions with a copy of this form. For more information, or to reserve your advertising space, please call TAI Events, Inc. at (310) 996-1188. **The deadline for the tribute journal is January 30, 2013.**

Please provide meal choice for each guest _____ Salmon _____ Filet _____ Vegan



For hotel accommodations, please contact the Four Seasons Hotel Westlake Village at 818-575-3000 and mention **HEARTVIEW GLOBAL FOUNDATION**.