

**FOR IMMEDIATE RELEASE**

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**'ART FOR HEARTS' TO FEATURE REMBRANDT ETCHINGS IN SPECIAL VAIL EXHIBIT**

**Vail, Colorado** – The old world meets the new world when a rare exhibit of Rembrandt etchings goes on display in the Grand View Room of the Lionshead Welcome Center July 31.

Drs. Toby and Morton Mower have generously provided more than 80 original etchings by the Dutch master for a special showing entitled “Art for Hearts” that opens to the public August 1-7, following a VIP reception July 31. Proceeds benefit Starting Hearts, an Eagle County non-profit dedicated to saving the lives of sudden cardiac arrest (SCA) victims.

“This is a truly unique opportunity for Colorado residents and guests to see the work of one of the world’s most remarkable artists,” said Starting Hearts founder Lynn Blake. “I cannot adequately express how thankful I am to the Mowers for allowing Starting Hearts to provide public access to their collection. This is something that any art lover does not want to miss.”

Dr. Morton Mower is the co-inventor of the automatic implantable cardioverter defibrillator (AICD), one of which was inserted in Blake in 2007 after experiencing SCA. The Mowers have a Beaver Creek home and have been avid art collectors for approximately 20 years.

Rembrandt (1606-69) is likely best remembered for his paintings; his early success came in the high baroque style frequently featuring Old Testament subjects. In the latter part of his career and life, Rembrandt’s work took on a more pastoral theme. His etchings are equally remarkable for his innovation and experimentation with the process – the artist “draws” with a needle on copper plate that has been coated in resin. An acid bath etches the lines into the copper; the process is repeated until the image reaches the artist’s intended vision and is inked for transfer to paper. He also used a drypoint method – the needle is used to draw directly onto the plate (without the resin) – as well as combining both techniques to fashion one image. Rembrandt created over 300 etchings and drypoints over the course of his career, which first came to light in 1626; many of his works reflected his observations of the Amsterdam ghetto.

“In addition to Rembrandt being a great innovator and experimenter in the way he produced his art, his etchings, which could be produced en masse, made it possible for ordinary citizens to own art. Previously, only clergy and royalty could afford that luxury,” said Morton Mower. “He also documented everyday life in Amsterdam, much like the photographers of today, and his work gives insight into the beliefs and politics of that enlightened era.”

“Art for Hearts” is open to the public daily from 10 a.m. to 5:00 p.m. August 1-7, with an admission of \$10. Proceeds benefit the ongoing programs of Starting Hearts, which provide outreach and education on the signs and symptoms of sudden cardiac arrest and the life-saving actions that bystanders can take.



“Our goal is to make Eagle County the safest place to have SCA,” said Blake, who has targeted much of her effort to prepare for the 175,000 or more spectators expected to visit the valley during the 2015 World Alpine Ski Championships.

Sponsorships are still available. Tickets can be purchased at [www.startinghearts.org](http://www.startinghearts.org). For information on tickets or sponsorships, please contact Meredith Richards at [meredith@startinghearts.org](mailto:meredith@startinghearts.org)

IF YOU GO:

Starting Hearts Presents Art For Hearts

July 31-August 7

10-5 pm daily.

\$10 matinee tickets

Tickets and Sponsorship information at [www.startinghearts.org](http://www.startinghearts.org)

#### **ABOUT STARTING HEARTS:**

Starting Hearts was founded in 2010 by Lynn Blake, who in 2007 suffered sudden cardiac arrest in Vail. On Valentine’s Day that year, Blake was an otherwise healthy 27-year-old with no previous cardiovascular health concerns when she unexpectedly dropped to the ground in Vail. It was her immense good fortune that bystanders called 911 and started CPR. Within minutes members of the Vail Fire Department and Eagle County Paramedic Services administered three shocks with an automatic external defibrillator (AED). Collectively, those quick and decisive actions saved Blake’s life.

SCA strikes approximately 1,000 people each day in the U.S. and only 10 percent of its victims survive. Encouraging bystander intervention is key to the mission of Starting Hearts, which has three primary programs:

- ♥ **Call-Push-Shock** is the core educational effort, empowering individuals to recognize the signs and symptoms of SCA, step in and dial 911, administer CPR and locate and use an AED if available. Currently only 32 percent of SCA victims receive some level of bystander assistance; increasing the number of people who know how to respond will greatly increase the opportunity for survival. In 2013, close to 2,500 individuals received Call-Push-Shock training in Eagle County.
- ♥ **Neighbor Savers** alerts willing and registered volunteers through reverse-911 technology via the PulsePoint app. These individuals can respond while health care professionals are en route, thereby potentially greatly increasing the odds of SCA survivorship. Neighbor Savers will “go live” in Eagle County sometime in June 2014.
- ♥ **Nearest AED** strategically identifies and distributes AED access points to reduce the time in which SCA victims receive defibrillation. Administering an AED within three minutes greatly increases the chances of survival; currently only 3 percent of SCA victims receive AED assistance. Starting Hearts has identified 482 potential new AED installations to match with the existing 225 in Eagle County. Through its “Adopt an AED” program, Starting Hearts has installed 15 new AEDs in 2014 and another 10 are under consideration.



All AEDs will be connected to the dispatch centers in the valley; when someone calls 911 they will be directed to the closest available unit. AEDs are designed to be used by anyone and have easy-to-follow instructions; it is not necessary to have medical training and dispatchers can instruct an individual through the process if needed.

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