

For Immediate Release

Contact: Erin Iwata, Heinrich Marketing
eiwata@heinrich.com
303.233.8660

Heinrich Marketing Partners with Starting Hearts to Expand its Program Dedicated to Saving Lives and Building Awareness about Sudden Cardiac Arrest

DENVER (June 15, 2017) — [Heinrich Marketing](#) is partnering with [Starting Hearts](#), a nonprofit dedicated to building awareness about Sudden Cardiac Arrest (SCA) and saving lives when cardiac events occur away from medical facilities. Heinrich will support the organization's marketing efforts through a variety of strategic print and digital services to help them expand on a national level.

Starting Hearts provides Cardiopulmonary Resuscitation (CPR) and defibrillator training in addition to access programs for communities, schools, companies and other organizations. When DEFIB machines are purchased through the Starting Hearts website, all proceeds benefit the nonprofit organization. Lynn Blake, an SCA survivor, founded the organization after attributing her saved life to the use of CPR and early defibrillation.

"We are fortunate to have an opportunity to partner with Starting Hearts, an organization focused on both awareness and action related to SCA," said George Eddy, Heinrich president. "We look forward to contributing our expertise in healthcare marketing to help the organization grow its program."

According to Starting Hearts, SCA is the leading cause of unexpected death in Colorado and the nation. The Sudden Cardiac Arrest Foundation estimates that Emergency Medical Service teams respond to nearly 360,000 of SCA events per year in the United States. Less than 10 percent of those people survive when SCA occurs outside of a hospital. Because every second is so critical, Starting Hearts works to increase the chances of survival by making sure DEFIBs are available in more locations and that more people are trained in how to use them and in how to administer CPR.

"Starting Hearts is honored to work with such a prestigious firm and we are excited to see Heinrich's expertise and influence expressed in our national branding campaign."

Heinrich Marketing

Heinrich is a well-recognized and strategically innovative agency with 40 years of experience delivering integrated creative and marketing services for top brands. The firm has successfully driven B2B and B2C campaign, program and brand-level results for client-partners across a wide range of solutions and channels. Current and previous clients include Macy's, Humana, USBank, Bloomingdale's and Discover. For more information about Heinrich and its services, visit the [website](#) or connect with the company on [Facebook](#), [Twitter](#) and [LinkedIn](#).

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2228 Blake Street, Suite 200
Denver, CO 80205-2013

TEL: 303.233.8660
FAX: 303.233.4564

URL: www.heinrich.com
EMAIL: info@heinrich.com
