



FOR IMMEDIATE RELEASE

Susan Ford Bales to Return to Vail as Keynote Speaker for Starting Hearts

Daughter of President and Mrs. Betty Ford to Speak on Heart Health

Avon, CO, January 2, 2019, 10:00am. In a return to the Vail Valley, Susan Ford Bales will speak about her triumph over sudden cardiac arrest and her family's heart health history. At age 53 in 2010, Ford suffered a sudden cardiac arrest while exercising on an elliptical machine. She had no prior knowledge that she had heart disease. Ford says she was extremely lucky that while she was in the gym, a surgeon appeared and shocked her back to life with the use of an automated external defibrillator. After her recovery, she received a heart stent and pacemaker, and has become a passionate advocate for improving heart health. She speaks regularly on the subject including events such as the American Heart Association's Heart Ball.

"We are so very honored for Susan to return to Vail to speak about her personal and family's heart history," said Lynn Blake, founder of Starting Hearts and herself a sudden cardiac arrest survivor. "Susan's story is truly inspirational and we so pleased that she would make a triumphant return to Vail to share with us and support our mission to save the lives of sudden cardiac arrest victims."

Alan Himelfarb, Executive Director of Starting Hearts added, "The Ford family is revered here with such an amazing legacy, including the Betty Ford Alpine Gardens and the Gerald R. Ford Amphitheatre. Susan has so many deep friendships in the Vail Valley and we have heard from many who anticipate her return."

Starting Hearts will present an Evening with Susan Ford Bales on Friday, February 1st, 2019 at the Gore Range Room of the Vail Golf Club. Join us for this intimate evening beginning at 6:00pm with cocktails, appetizers, and a silent auction, followed by dinner at 7:00pm. Susan will share her personal stories of the Ford family and their heart history. Tickets are \$150 per person and just 100 are available with tables of eight for \$1,200. To purchase tickets, visit www.startinghearts.org or call 970 763-5306, extension 102. Proceeds from this fundraiser will go to Starting Hearts to further its mission to save more lives.

For further information, please contact:

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About Starting Hearts

Starting Hearts is a 501(c)(3) nonprofit based in Avon, CO. Its mission is to save the lives of sudden cardiac arrest victims through free CPR and defibrillator education, widespread distribution of lifesaving defibrillators everywhere in public, activation of citizen first responders, and broad stakeholder cooperation in the communities we serve. Since inception in 2010, Starting Hearts has educated more than 18,000 citizens in lifesaving and leadership skills, as well as increased the number of defibrillators in Eagle County, CO to more than 400, or one for every 130 citizens, one of the highest per capita rates in the nation. The organization is now expanding its programs through affiliations across Colorado and encourages interested parties to contact us. For more information, please visit www.startinghearts.org.

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