

news release

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Winter Haven
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Winter Haven Hospital Foundation plans ‘Heart Smart Days’ to focus on cardiovascular health for women

WINTER HAVEN, FL – (January 24, 2011) – Heart disease is the No. 1 cause of death among women and kills more women than the next five causes of death combined. That’s why, in conjunction with National Heart Month in February, the Winter Haven Hospital Foundation will present three major events designed to focus on cardiovascular health for women.

The presenting sponsor of Heart Smart Days is **Brian S. Pearce, Inc.**, a Winter Haven investment advisory firm. Proceeds raised during Heart Smart events will be used to benefit the patients served by Winter Haven Hospital’s Bostick Heart Center.

Pearce, who has family members that have undergone heart surgery, said that by sponsoring Heart Smart Days, he seeks to encourage the concept of preventative care and foster greater awareness of the services offered by the nationally recognized Bostick Heart Center.

“As a lifelong resident of Winter Haven, I think it’s vital that more people who live here understand first what they can do to prevent heart problems, and second, how advanced the treatment options are at the Bostick Heart Center,” Pearce said. “It means something to me that we have the best possible care available here in Winter Haven.”

The February Heart Smart Days include:

- **An Affair of the Heart Ladies Luncheon.** Friday Feb. 4, noon. A lecture with David Dodd, M.D., a Bostick Heart Center cardiothoracic surgeon. Enjoy lunch and fellowship and learn about heart health. The event will be held in the Wellness Classroom at Winter Haven Hospital’s Regency Center for Women and Infants. Admission is free, but space is limited. Registration is required.
- **Health Fair and Free Screenings.** Saturday, Feb. 12, 7:30 to 11 a.m. Participants

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will have the opportunity to obtain a comprehensive risk assessment for heart disease. This will include blood tests and other measurements that help predict heart disease risk. Participants will receive the results of their tests and information on how to lower their risks at the Evening Community Lecture on Feb. 22. Admission is free, but the cost is \$35 for those taking blood tests. Participants should fast for 12 hours before having their blood drawn (but take all medications with a sip of water). The event will be held in Winter Haven Hospital's Volunteer Auxiliary Grande Lobby. Registration is required for the comprehensive risk assessment

- **Evening Community Lecture.** Tuesday, Feb. 22, 7 p.m. Lecture presented by Kenneth L. Gibbs, M.D., FACC. Dr. Gibbs is an interventional cardiologist at Winter Haven Hospital's Bostick Heart Center. The event will be held in the hospital's main campus Auditorium. Admission is free, but space is limited. Registration is recommended.

Christina Fitzsimons, director of development, marketing and PR support services for Winter Haven Hospital, said sponsorship opportunities for Heart Smart Days remain available.

"We are very grateful to our presenting sponsor, Brian S. Pearce, Inc. All three events will benefit hundreds of participants and it's our sponsors who help make that possible," Fitzsimons said.

To register for these events, call the Winter Haven Hospital Health Connection Line at 863-291-6705 or 800-416-6705. To learn about sponsorship opportunities for this and other Foundation events, call Holly Hughes at 863-292-4138.

About the Winter Haven Hospital Foundation

The Winter Haven Hospital Foundation, Inc. is a not-for-profit charitable institution governed by a board of volunteer trustees who serve without pay. The Foundation cultivates philanthropic support to provide patients with state-of-the-art medical care, cutting-edge technology and equipment, top quality education, and the best and brightest personnel. The funds benefit the patients of Winter Haven Hospital, the Regency Center for Women & Infants, and many other health services our organization provides to our growing community.

About Winter Haven Hospital

Established in 1926, Winter Haven Hospital serves as the major medical center for east Polk and Highlands counties and the U.S. Highway 27 / Ridge Corridor. The 527-bed hospital is a locally owned and operated not-for-profit organization. The hospital is fully accredited by the Joint Commission on accreditation for Healthcare Organizations (JCAHO) and has more than 300 board-certified physicians on its medical staff representing every major specialty. Affiliated with the University of Florida College of

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Medicine/Shands Healthcare, Winter Haven Hospital also is home of the **Bostick Heart Center**, the **Cassidy Cancer Center**, the **Robotics Institute and Center for Urology**, the **Regency Center for Women and Infants**, a nationally accredited **Stroke Center** and the nationally accredited **Joy-Fuller Rehab Center**. In January, the hospital was recognized by the American Nurses Credentialing Center (ANCC) with the prestigious designation of **Magnet Status**, recognition granted to only 5 percent of the nation's hospitals. With more than 2,500 employees, Winter Haven Hospital is east Polk County's largest private employer and has been recognized for three consecutive years by Polk Works Workforce 2020 as one of the county's best places to work. For more information, please visit our Web site at www.winterhavenhospital.org.

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