



The Rhythm

www.TheHeartFoundation.net

FIRST ISSUE

DECEMBER 2004

PLEASE NOTE

As of September 21, 2004, The Heart Fund at Cedars-Sinai Medical Center has changed its name to The Heart Foundation at Cedars-Sinai Medical Center. All proceeds continue to support the research of Dr. P.K. Shah and the fight to eradicate heart disease.

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Welcome to the first issue of The Heart Foundation at Cedars-Sinai Medical Center's newsletter—*The Rhythm*. Founded in memory of Steven S. Cohen, The Heart Foundation is dedicated to the awareness, prevention, early detection, and treatment of heart disease.

Check us out at www.TheHeartFoundation.net

2004 Gala Raises Over \$1 Million

BEVERLY HILLS, CA – 600 guests packed the ballroom of the Regent Beverly Wilshire on April 20, 2004, as The Heart Foundation at Cedars-Sinai Medical Center honored Norman Brokaw, Chairman of the William Morris Agency and long-time talent agent, with the **Steven S. Cohen Humanitarian Award**. Mr. Brokaw's many philanthropic efforts include over three decades of service to Cedars-Sinai. His list of past and present clients includes Bill Cosby, Marilyn Monroe, Loretta Young and Clint Eastwood.

Mary Hart of *Entertainment Tonight* served as mistress of ceremonies, and comedian Bill Cosby provided the evening's entertainment. Seated on the

stage in a lone chair, Mr. Cosby kept the audience roaring with laughter as he spoke about the trials of life as a father and grandfather.



L to R: **Steven S. Cohen Humanitarian Award Recipient Norman Brokaw, Presenter Kim Novak, The Heart Foundation Chairman Mark Litman**

Guests included Sidney and Joanna Poitier, Anne and Kirk Douglas, Priscilla Presley, Ivana Trump, Marvin and Barbara Davis, and Kim Novak, who presented the **Steven S. Cohen Humanitarian Award** to Mr. Brokaw.

The enormously successful event raised over \$1 million for heart disease research. (PHOTOS PAGE 3)

Most Successful Golf Tournament Ever!



L to R: **Jane and Bert Boeckmann, Dr. P.K. Shah & Irving Feintech**

THOUSAND OAKS, CA – The Galpin Motors Golf Classic to Benefit The Heart Foundation at Cedars-Sinai Medical Center took place Monday, June 21,

2004, at Sherwood Country Club in Thousand Oaks. The sold-out tournament gave players the rare opportunity to golf at one of the most prestigious courses in California. The incredible day, which was filled with exhilarating contests both on and off the course, came to a close with an awards dinner, silent and live auctions, and a competition for numerous amazing prizes. The excitement reached its peak with the opportunity drawing

where one lucky individual won a new Mustang convertible while another won a Jaguar S-type. Thanks to the support of Galpin Motors, the 2004 tournament proved to be the most successful one The Heart Foundation has ever held. (PHOTOS PAGE 4)

SAVE THE DATE
For Next Year's
Tournament!

MONDAY, JUNE 20, 2005
Sherwood Country Club



Steve Cohen with his daughters Ashton (L) and Lindsay (R)

Every 33 seconds someone in the United States dies from cardiovascular disease which is roughly the equivalent of a September 11th-like tragedy repeating itself every 24 hours, 365 days a year.

"It happened to my closest friend..."

On December 7, 1995, Steve Cohen came home from work, changed his clothes, kissed his wife and children, and walked out the door to play his weekly basketball game with friends. Neither Steve, nor his wife Eva, could know what would follow. During the basketball game, this healthy-looking, 35-year-old man complained of not feeling well. He left the court, sat down, and suffered a massive heart attack that took his life.

Our Inspiration

Too often, the only sign of coronary artery disease is sudden death. In fact, just two months prior to his death, Steve received a clean bill of health at his annual check-up. However, the check-up did not include cardiac screenings which may have identified the coronary artery disease that caused Steve's sudden, fatal heart attack. Steve was just one of 250,000 Americans who experienced sudden cardiac death that year, many of whom were also young and seemingly healthy and never suspected they had heart disease.

In an effort to prevent other families from suffering the tragic loss of a loved one to sudden heart attack, a group of Steve's friends, family and community members formed The Steven S. Cohen Heart Fund, now named The Heart Foundation, in 1996 at Cedars-Sinai Medical Center. Thanks to your generosity, this dynamic organization continues to expand, increasing awareness of heart disease through special events, fundraising activities, and educational programs. With your continued support we can save lives!

Current Research Programs

The Heart Foundation at Cedars-Sinai Medical Center currently provides vital financial support for the following research programs conducted by Dr. Prediman K. Shah (Director of the Division of Cardiology and the Atherosclerosis Research Center at Cedars-Sinai Medical Center) and his colleagues:

Atherosclerosis Research Center Program Focus

- Identification of new genes that protect arteries from plaque build-up
- Use of gene therapy for prevention of plaque build-up and re-blockage of arteries after angioplasty and stenting
- Use of stem cells for treatment of heart muscle damage, heart failure and genetic cholesterol disorders

- Development of a vaccine to prevent arterial plaque build-up and heart attacks
- Use of green tea derived chemical EGCG to prevent plaque build-up and arterial re-blockage after angioplasty and stent placement
- Testing of new gene therapy and anti-inflammatory molecules to prevent blockage of bypass grafts
- Identification of genes and special blood markers of inflammation, in combination with EBCT (Electron Beam Computed Tomography), that predispose patients or normal subjects to high risk of recurrent heart attacks
- Identifying mechanisms by which inflammation and immune cell activation lead to plaque build-up
- Gene profiling of heart and blood vessels to identify genes that are activated by exposure to cholesterol and cigarette smoke

Electrophysiology Research Program Focus

- Developing models of electrical disturbances of the heart in animals
- Mapping of electrical circuits that underlie fatal arrhythmias
- Understanding the role of nerves in the genesis of fatal disturbances of heart rhythm
- Electronic mapping of arrhythmia circuits in humans

Interventional Cardiology Research Program Focus

- Development and testing of novel local drug delivery systems to prevent re-blockage in arteries after angioplasty and stenting
- Local stem cell delivery into pig and eventually human hearts using catheter-based techniques to repair heart muscle damage

PHOTO GALLERY: The Heart Foundation Gala Honoring Norman Brokaw



L to R: Chairman Mark Litman, Steven S. Cohen Humanitarian Award Recipient Norman Brokaw, Bill Cosby & Dr. P.K. Shah



L to R: Camille & Bill Cosby with Barbara Davis & son John Davis



L to R: Eskedar Gobeze, Honorary Dinner Chair Berry Gordy, Lauren Brokaw, Norman & Marguerite Brokaw



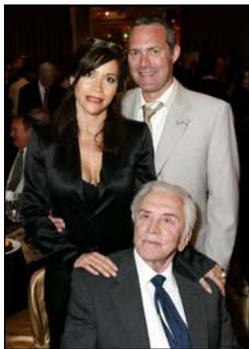
Sidney Poitier & The Heart Foundation Board of Directors Member Dr. Bruce Beard

Heart disease claims approximately one million lives in the United States each year and is the number one killer of both men AND women.

The 2004 Heart Foundation Gala which honored Norman Brokaw with the Steven S. Cohen Humanitarian Award raised over \$1 million to fight this silent killer.



Gala Chairs Burt Sugarman & Mary Hart



L to R: Deanna & Brian Weinhart (Board of Directors & Advisory Board Member) with Kirk Douglas



L to R: Honorary Gala Medical Chairs Dr. Asher & Mrs. Rebeca Kimchi, Mrs. Cindy Horn, Dr. P.K. Shah, Norman Brokaw, Dr. John Harold (Medical Advisory Board) & Mrs. Ellen Harold, Jerry Edlestein



Ivana Trump walks the red carpet



Julie Chen with CBS Chairman/CEO Leslie Moonves



L to R: William Fitzgerald & Sandra Krause with Selma & Army Archerd



Mr. and Mrs. Walt Zifkin

PHOTO GALLERY: 2004 Galpin Motors Golf Classic

4 out of every 10 individuals who experience a heart attack or sudden death from coronary artery disease have NO prior symptoms or warning signs.



L to R: Jeff Levy with Gary & Garen Hartunian who won the brand new Mustang Convertible & Jaguar S-type



L to R: Murray Schwartz & Robert Olshever



Bret Saberhagen with Jennifer Levy



Jane Boeckmann steps up to the tee



L to R: Krista Tesreau, Glen Strauss & The Heart Foundation Vice Chairman Tom Eisenstadt



Prize winners Henry Weingarten & The Heart Foundation Committee Member Eva Cohen Weingarten



L to R: Dave Gandell, Terry Miller & Brad Boeckmann



L to R: The Heart Foundation Board of Directors Members Dr. Marty Fishman, Suzi Kokenda & Dr. Stan Steinberg with volunteer Susan Steinberg

So Where Does Your Donation Go?



Dr. Prediman K. Shah

Have you ever wondered how your donation to The Heart Foundation at Cedars-Sinai Medical Center is put to use? Let us solve the mystery for you. Funds donated to The Heart Foundation support the work of Dr. Prediman K. Shah (known to friends as P.K.) and his team. An internationally renowned cardiologist, gifted clinician-teacher, consultant and highly innovative clinical and basic researcher, Dr. Shah is a native of Kashmir, India; Director of the Division of Cardiology and the Atherosclerosis Research Center at Cedars-Sinai Medical Center; and a Professor of Medicine at the David Geffen School of Medicine at UCLA.

Dr. Shah has made numerous important scientific contributions, particularly in the areas of Atherosclerosis, Coronary Artery Disease and Acute Coronary Syndromes. His scientific work demonstrating the marked protective effects against atherosclerosis of a mutant gene (ApoA-I Milano) found in a small number of inhabitants of Limone-sul-Garda, Italy, has generated considerable interest and was the subject of 2 one-hour segments on CBS' *60 Minutes* in 1994 and 1995. This new gene-based therapy is currently undergoing clinical testing in the US on the basis of work done by Dr. Shah in his laboratory. Dr. Shah and his colleagues have also developed a new vaccine against plaque build-up and demonstrated its effectiveness in preventing plaque build-up in animal models. This vaccine is likely to undergo human testing within the near future.

Dr. Shah has published over 250 scientific papers and abstracts, has lectured all over the world,

and has been a visiting professor at various universities in the United States including the Cleveland Clinic, The Mayo Clinic, The Texas Heart Institute, and the Massachusetts General Hospital of Harvard Medical School. He is a fellow of the American College of Cardiology and a member of the editorial boards of several journals, including *Circulation* and *American Journal of Cardiology*.

Dr. Shah has received numerous awards and honors including the Award of Excellence in Teaching from the Dean of UCLA School of Medicine. In 2002, Dr. Shah was elected to the European Academy of Sciences. He was ranked among the top cardiovascular specialists in the United States by a peer survey conducted by *American Health* magazine and is ranked among the Top Doctors in the United States.

Check out future issues of *The Rhythm* for a column from Dr. Shah himself!

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Check Out Our New Website!

The Heart Foundation at Cedars-Sinai Medical Center is elated to announce that along with our new name, we have a new website as well. Check out our new look at: www.TheHeartFoundation.net

Following are some of the exciting features of the new website:

EDUCATIONAL RESOURCES: The new site contains information on heart disease and its risk factors, symptoms, and treatments.

A RESERVATION SYSTEM: Visitors to the site will be able to purchase playing spots in the annual golf tournament and tickets to the gala.

A CONTRIBUTION TOOL: Make a contribution (or even a monthly commitment) quickly, easily, and securely on-line. You can also specify if your gift is in honor or memory of a particular person and request that a letter of notification be sent to a person of your choosing.

A PHOTO GALLERY: Weren't able to attend the last event? Come check out the event photos to see what you missed.

These are only a few elements of our new website. We are sure you will be impressed, but don't take our word for it. See for yourself at www.TheHeartFoundation.net

We'll see you on-line!



The Rhythm

www.TheHeartFoundation.net

Welcome to the first issue of The Heart Foundation's newsletter
The Rhythm.

We know you will like what you see inside.

We hope you and your family had a very happy, healthy and safe
holiday season!



HELP US UPDATE OUR MAILING LIST! If you are receiving duplicate mailings, your address has changed or you would like to be removed from The Heart Foundation mailing list, please cut out the mailing address block below and return it to us with your request. Thank you!



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