



NEWS RELEASE

FOR IMMEDIATE RELEASE

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CONTACT

Edward Mintiens, 607-547-3567

Diane L. Wells, 607-547-6354

**FOURTH ANNUAL "HEART OF THE MATTER"
PATIENT EDUCATION LUNCHEON
RAISES OVER \$50,000 FOR BASSETT HEART CARE INSTITUTE**

Cooperstown, N.Y. - Keynote speaker Dr. Lynne Perry-Böttinger, a noted clinical and interventional cardiologist, drew a capacity audience at the Friends of Bassett's "Heart of the Matter" Patient Education Luncheon on Sept. 7 at The Otesaga Hotel in Cooperstown. The fourth annual benefit raised over \$50,000 for the Bassett Heart Care Institute.

Dr. Perry-Böttinger's presentation focused on "Cardiovascular Disease in Women," in which she reviewed perceptions about heart disease in women (and men) and enumerated ways to prevent heart attacks.

Before the heart healthy lunch, staff members from Bassett Heart Care Institute's Community Heart Program engaged guests with two interactive computer quizzes, "Portion Distortion" and "Food Label IQ," calculated Body Mass Indexes (BMI) and distributed information on reducing heart disease risks.

NBT Bank expressed its support of accessible cardiac care in central New York as the benefit's lead sponsor. Event sponsors were: Columbia University Medical Center, Division of Cardiothoracic Surgery, New York, N.Y.; MeadWestvaco Consumer & Office Products; Medical Coaches Inc.; The Morgan McReynolds Group at Smith-Barney; and The New York Susquehanna & Western Railway.

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PHOTO CAPTION:

One of the nation's leading female cardiologists, Dr. Lynne Perry-Böttinger was the keynote speaker at the Friends of Bassett's fourth annual "Heart of the Matter" Patient Education Luncheon. She and Dr. William F. Streck, Bassett president and C.E.O., greeted guests before the luncheon at The Otesaga Hotel on Sept. 7.