



## NEWS RELEASE

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**FOR IMMEDIATE RELEASE**  
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**CONTACT:**  
Ed Mintiens  
607-547-3567 or edward.mintiens@bassett.org  
Diane Wells  
607-547-6354 or diane.wells@bassett.org

### **“HIGH PRIESTESS OF HEALTH” COLUMNIST JANE E. BRODY TO HEADLINE HEART OF THE MATTER BENEFIT LUNCHEON ON SEPT. 5**

**Cooperstown, NY**—The Friends of Bassett will sponsor the Heart of the Matter Benefit Luncheon on Friday, Sept. 5. Headlining the luncheon will be Jane E. Brody, The New York Times Personal Health Columnist and author of best-selling cookbooks, whose topic will be “Have a Happy and a Healthy Heart.” Having attracted a huge following in the 27 years she has been writing her personal health column, Ms. Brody has been hailed as the “High Priestess of Health” by Time Magazine.

The first annual Heart of the Matter luncheon will be held 12 p.m. to 2 p.m. at The Otesaga Hotel in Cooperstown. It is open to everyone. Inspired by Jane Brody’s recipes, a healthy heart lunch will be served at noon. Before and after lunch, staff from the Community Heart Program, an integral component of the Bassett Heart Care Institute, will conduct free heart disease risk factor screenings for guests who register beforehand.

“We are pleased to announce that the commissioner of the New York State Department of Health, Dr. Antonia C. Novello, is our invited honoree,” announced **Lisa Manna, R.N.**, event chair. “We also gratefully acknowledge the support of our corporate sponsors,” added Ms. Manna. To date, sponsors include: Aventis Pharmaceuticals, Centocor, Inc./Johnson & Johnson Corp., Cordis Corporation – NCNB, Genzyme Diagnostics, Guidant Corporation, The Medicine Company, Medtronic, Inc., Olympus Medical Systems, Schering-Acute Coronary Syndromes, Scios, Inc., Specialized Screening Services, St. Jude Medical S.C. Inc., and Wilber National Bank. “All sponsors are companies that are leading the way to eliminate heart disease,” Ms. Manna said. Corporate sponsorships are still available at a variety of levels.

“Tickets are \$50 each and we encourage all community residents and businesspeople throughout the region who are interested in leading healthy lives to attend,” said Ms. Manna. “Join us for a delicious healthy heart lunch and be informed and entertained by one of the leading personal health experts in the country. You’ll be supporting the Bassett Heart Care Campaign, the Friends’s \$12 million fund drive and the Bassett Heart Care Institute, whose mission is to reduce death and disability from cardiovascular disease and stroke in our region.”

Reservations for lunch and cardiac risk assessment screenings are required. For more information about the benefit luncheon, to make a reservation, or for more information regarding corporate sponsorships, call the Friends office at (607) 547-3928.

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**Photo caption:** Jane E. Brody, noted Personal Health columnist for The New York Times and author of best-selling cookbooks.