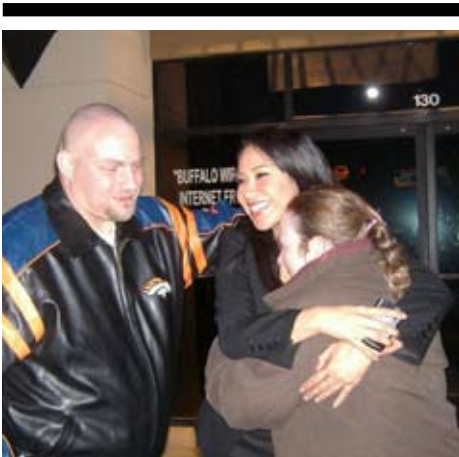


FOR IMMEDIATE RELEASE

FOR MORE INFORMATION
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ERIC DE LA CRUZ HOPE FOR HEARTS FOUNDATION CELEBRATES TRANSPLANT CANDIDATE'S BIRTHDAY WITH PLEDGE OF FUNDING

Non-profit founder also announces launch of social media efforts and encourages others to help Las Vegas resident Sean Semon's cause



Television journalist Veronica De La Cruz has pledged additional support for the family of transplant candidate Sean Semon.

NEW YORK, NY – October 15, 2011 – The *Eric De La Cruz Hope For Hearts Foundation*, a non-profit organization created to help transplant patients in need of support, is celebrating the birthday of Las Vegas heart transplant candidate Sean Semon by increasing a pledge of financial support to the family's medical expenses. The Foundation also announced the launch of social media efforts aimed at increasing awareness and support for heart transplant patients and candidates who are in financial need.

To date, the Hope For Hearts Foundation has pledged tens of thousands of dollars to the 35-year old Semon, helping cover medical care and expenses including an in-home hospital bed and diagnostic testing bills. The Foundation's founder, television journalist Veronica De La Cruz, has also worked with the Semon family to explore enrolling the heart transplant candidate in the Pre-Existing Conditions Insurance Program (PCIP) recently enacted as part of the Affordable Care Act, historic

legislation De La Cruz had personally lobbied for after her brother's passing in July of 2009.

The organization, established by De La Cruz last year, is named in memory of her brother Eric De La Cruz, a Las Vegas resident who lost his battle with heart disease after struggling to obtain medical insurance with a pre-existing condition.

"In Sean's case, the Foundation is essentially trying to pick up where Aetna would not," noted De La Cruz. "Sean and his family have worked tirelessly to raise the necessary funds for transplant surgery, but there is still much more work to be done – for Sean and others like him – and we invite everyone following Sean's story to visit our website at www.hopeforheartsfoundation.org to find out how they can help."

The Hope For Hearts Foundation also announced today the launch of social media efforts aimed at increasing awareness and calling supporters to action. The non-profit started a Facebook page at www.facebook.com/HopeForHeartsFoundation to provide organization updates, fundraising options, and healthcare news and plans to begin issuing a newsletter for supporters. The Foundation has also started a Twitter account, located at www.twitter.com/Hope_4_Hearts, to keep followers informed of important news, events and issues related to transplants, insurance and healthcare.

To connect with the Eric De La Cruz Hope For Hearts Foundation and learn more about how to support heart transplant patients in need, simply visit:

www.hopeforheartsfoundation.org
www.facebook.com/HopeForHeartsFoundation
www.twitter.com/Hope_4_Hearts