

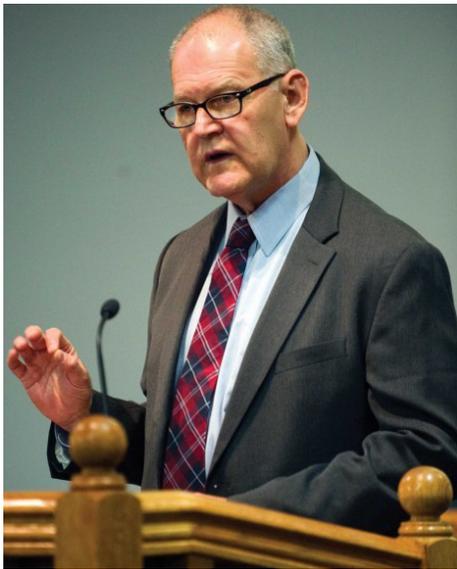
FOR IMMEDIATE RELEASE

FOR MORE INFORMATION

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FORMER INSURANCE EXECUTIVE & CURRENT HEALTHCARE ADVOCATE WENDELL POTTER TO APPEAR AT HOPE FOR HEARTS FUNDRAISER

*Noted whistleblower and outspoken reform advocate to deliver keynote address
at charity event in New York City on November 9th*



NEW YORK, NY – November 7, 2012 – Former CIGNA insurance executive **Wendell Potter**, who railed against insurance abuses amid the national discourse on healthcare reform, will be a keynote speaker at the Eric De La Cruz Hope For Hearts Foundation’s upcoming Autumn Fundraiser at SoHo’s Porsche Design on Friday, November 9. A portion of all ticket sales for the event will be donated to the American Red Cross to aid victims of Hurricane Sandy.

After a 20-year career as a corporate public relations executive, Potter left his job as head of communications for one of the nation’s largest health insurers and became a vocal critic of insurance company abuses. Now an advocate of removing publicly held, for-profit insurers from the health care industry, he will share his experience and hope for the future before the event’s audience of local philanthropists, healthcare supporters and community leaders.

“Wendell has played such an vital role in supporting positive change in access to affordable healthcare,” stated Hope For Hearts founder Veronica De La Cruz. “Giving him an opportunity to share his perspective with our attendees

was an opportunity too good – too important – for us to pass up. He offers such a critical point-of-view on a topic that affects so many of the people who the Foundation is trying to help.”

As the Foundation’s major fundraising event of the year, the Autumn Fundraiser will featuring a cocktail hour, followed by a buffet dinner, entertainment, and a silent auction. Items scheduled to be auctioned off include a one-week stay at a Thailand resort and anchor-led tours of NBC studios. Hope For Hearts has also partnered with the Red Cross to help those affected by the recent storm and will be donating a portion of every ticket sold to their relief fund. Doors to the event will open at 7:00 pm.

Potter, author of *“Deadly Spin: An Insurance Company Insider Speaks Out on How Corporate PR Is Killing Health Care and Deceiving Americans,”* has defended healthcare reform laws, suggesting that the repeal of the Affordable Health Care Act would bankrupt the government and millions of Americans. He is a frequent speaker and guest lecturer, and also is a regular contributor to *The Huffington Post*.

Tickets for Hope For Hearts’ Autumn Fundraiser are available for \$175 to \$250 through the official event webpage at <http://hopeforheartsfoundation.eventbrite.com>.

About the Eric De La Cruz Hope For Hearts Foundation

The Eric De La Cruz Hope for Hearts Foundation is a 501(c)(3) non-profit organization that provides financial assistance, educational resources and advocacy for heart transplant patients. Founded by TV journalist Veronica De La Cruz in honor of her brother Eric, the Foundation exists to fulfill his wish that no heart transplant patient would ever again have to suffer because of a lack of insurance or the inability to pay for life-saving medical treatment.

If you would like to learn more about the Eric De La Cruz Hope For Hearts Foundation, please visit the organization’s website at www.hopeforheartsfoundation.org.

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