

StopAfib.org

TV PUBLIC SERVICE CAMPAIGN

GET in Rhythm
STAY in Rhythm

StopAfib.org

About StopAfib.org

StopAfib.org was founded in 2007 by an atrial fibrillation patient for afib patients. Its mission is to improve the quality of life for those living with afib and save lives by raising awareness of afib and decreasing afib-related strokes. StopAfib.org is the top arrhythmia site and holds HON Code Certification from the Health on the Net Foundation, signifying a credible, trustworthy medical website. StopAfib.org provides information about afib symptoms, causes, risks, treatments, resources, and the latest afib news.



Get in Rhythm. Stay in Rhythm.™

StopAfib.org 

**Learn more about
StopAfib.org**

FOR PATIENTS BY PATIENTS



TWITTER



FACEBOOK

Dear Public Service Director,

It is estimated that by 2030, atrial fibrillation, or "afib," will affect 12.1 million people in the U.S. Afib is an irregular and sometimes rapid heartbeat that is due to an abnormality in the heart's electrical system. It is the most common heart irregularity and can significantly increase a person's risk of stroke and heart failure. Afib takes a significant toll—physically, emotionally, and financially—not just on the patient, but also on family, friends, and caregivers.

Healthcare professionals first work to minimize a patient's stroke risk. Then, the initial treatment for afib is usually rate control to stabilize the heart rate. However, evidence suggests that rhythm control, in conjunction with rate control, can help maintain normal sinus rhythm, improve symptoms that persist even with rate control, and approximately double the likelihood of maintaining normal sinus rhythm compared with no rhythm control treatment. When determining treatment approaches to care, it is important for healthcare professionals and patients to educate themselves about rhythm control, as well as the safety and efficacy of the various approaches to rhythm control to support getting in rhythm and staying in rhythm.

StopAfib.org (a division of the American Foundation for Women's Health) has developed a new PSA to help raise awareness of the importance of rhythm control as part of afib management among men and women. Please help share this important message with your audience by airing the new PSA titled "**Get in Rhythm. Stay in Rhythm.**" (:60, :30, :15). This PSA demonstrates how afib can lead to serious consequences such as stroke or heart failure and the importance of controlling your heart's rhythm for maintaining long-term health. The PSA, which has **no end date for use**, also encourages viewers to visit StopAfib.org for more information.

For any questions or additional information, please contact our distribution representative Shaliza Thomas at Connect360 Multimedia (email: sthomas@c360m.com; ph: 212-624-9187).

Thank you in advance for your support and consideration.

Sincerely,

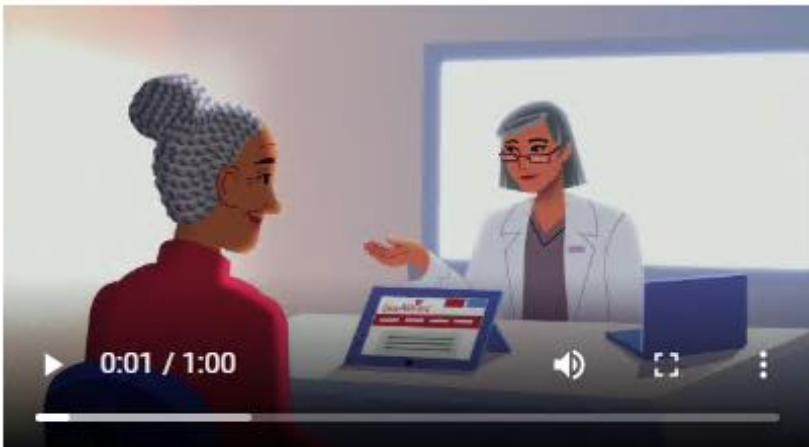


Mellanie True Hills
Founder & CEO, StopAfib.org

Get in Rhythm. Stay in Rhythm.

Afib is an irregular heartbeat caused by an abnormality in the heart's electrical system. Afib can lead to serious consequences for your health and quality of life, including stroke and heart failure.

To learn more, please watch our new PSA below titled "**Get in Rhythm. Stay in Rhythm.**" (:60) which is also available in :30 and :15 lengths. We ask that you please air these PSAs, which have no end date for use as soon and as often as possible.



"Get in Rhythm. Stay in Rhythm." :60

TV PSA SCRIPTS

"Get in Rhythm. Stay in Rhythm." (:60)

NARRATOR V/O: When you're living with atrial fibrillation, finding the right treatment plan for you can make all the difference in your health and how you live.

Afib is an irregular heartbeat caused by an abnormality in the heart's electrical system. Afib can lead to serious consequences for your health and quality of life, including stroke and heart failure. After working to reduce your stroke risk, the initial treatment for afib is often to stabilize your heart rate. But managing and controlling your heart's rhythm may be just as important for long-term health. In fact, it may be more important to control your heart's rhythm AND rate.

Educate yourself about rate AND rhythm control, and ask your healthcare professional about how to get in rhythm and stay in rhythm.

Learn more at StopAfib.org.

TV PSA SCRIPTS

"Get in Rhythm. Stay in Rhythm." (:30)

NARRATOR V/O: When you're living with atrial fibrillation, finding the right treatment plan for you can make all the difference in your health and how you live. After working to reduce your stroke risk, the initial treatment for afib is often to stabilize your heart rate. But managing and controlling your heart's rhythm may be just as important for long-term health.

Educate yourself about rate AND rhythm control, and ask your healthcare professional about how to get in rhythm and stay in rhythm.

Learn more at StopAfib.org.

"Get in Rhythm. Stay in Rhythm." (:15)

NARRATOR V/O: After working to reduce your stroke risk, the initial treatment for afib is often to stabilize your heart rate. But controlling your heart's rhythm may be just as important for long-term health.

Ask your doctor how to get in rhythm and stay in rhythm.

Learn more at StopAfib.org

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

<http://psaconnect.c360m.com/afib/>

This PSA has no end date for use.

"Get in Rhythm. Stay in Rhythm." (:60, :30, :15)

Please let us know your preferences on receiving
PSAs by contacting:

Shaliza Thomas via email at sthomas@c360m.com
or by phone at (212) 624-9187.

501 (c)(3) certificate

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **OCT 14 2004**

AMERICAN FOUNDATION FOR WOMENS
HEALTH
13213 N RIDGE CIR
LEANDER, TX 78641

Employer Identification Number:
20-1338371
DLN:
17053230042044
Contact Person:
DEL TRIMBLE ID# 31309
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
DECEMBER 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
YES
Effective Date of Exemption:
JUNE 28, 2004
Contribution Deductibility:
YES
Advance Ruling Ending Date:
DECEMBER 31, 2008

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. During your advance ruling period, you will be treated as a public charity. Your advance ruling period begins with the effective date of your exemption and ends with advance ruling ending date shown in the heading of the letter.

Shortly before the end of your advance ruling period, we will send you Form 8734, Support Schedule for Advance Ruling Period. You will have 90 days after the end of your advance ruling period to return the completed form. We will then notify you, in writing, about your public charity status.

Please see enclosed Information for Exempt Organizations Under Section 501(c)(3) for some helpful information about your responsibilities as an exempt organization.

If you distribute funds to other organizations, your records must show whether they are exempt under section 501(c)(3). In cases where the recipient organization is not exempt under section 501(c)(3), you must have evidence the funds will be used for section 501(c)(3) purposes.

Letter 1045 (DO/CG)

StopAfib.org

