

## NEWS RELEASE

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## HEART TO HEART INTERNATIONAL PLANS WORLD-CLASS 'EXPERIENCE'

*Humanitarian group hosts event at warehouse, takes guests on world tour, offers tangible actions*

OLATHE, Kan./Oct. 25, 2012 — Heart to Heart International Inc., one of America's most efficient charities, today unveiled plans for its 20<sup>th</sup> anniversary event. Called the "Heart to Heart Experience," the event is located at the organization's warehouse at 1021 Pacific Ave., Kansas City, Kansas, and takes place Friday, Oct. 26, 6-9 p.m. It features several components designed to engage guests in Heart to Heart's mission of improving global health.

Rather than a typical gala-type event, Heart to Heart plans to take guests on a world tour to show how it impacts health in places like Honduras, Haiti and disaster zones across the United States. Volunteer actors will engage guests in each scenario and share not only the health needs of each region, but also how Heart to Heart is making a difference. And that's just the first 20 minutes!

"From the beginning, we wanted this event to be experiential," said André T. Butler, Heart to Heart's CEO. "We didn't want people to attend a typical nonprofit dinner; instead, we wanted to give them a world-class experience and help them engage in our mission."

Attendees will have an opportunity to build Care Kits for future disasters and meet the staff and volunteers behind many of the projects the guests just encountered. They will also get to sample cuisine from all around the world, courtesy of food vendors such as Bo Lings, European Delights, Haywood BBQ, Alexander Ivanov, Meso Pkliz Restaurant, Panera Bread, Sabor Latino, and Zaina.

As guests gather to taste international cuisine, they will join Heart to Heart in honoring FedEx with the Heart for Humanity Award and Barbi Moore with the Gary Morsch Power of One Award. Kris Ketz, Emmy Award-winning broadcaster from KMBC 9 News, will serve as emcee and guide attendees through Heart to Heart's founding story, including video appearances from former Sen. Bob Dole and U.S. Department of State officials, who were both instrumental in securing the C-5A aircraft for Heart to Heart's initial airlift to Russia in 1992.

The event is presented by FedEx and is sponsored by Hallmark Cards, Preferred Medical Claims Solutions, Ad Astra Information Systems, GEHA, Farmers Insurance Group, Garmin International, State Street Touchnet Information Systems, Wiley Rein LLC, Docs Who Care, and the One5 Foundation.

Heart to Heart International is improving global health through humanitarian initiatives that connect people and resources to a world in need. Since 1992, Heart to Heart has delivered aid more than \$1 billion worth of aid to 125 countries, including the United States. The organization was named to *The Chronicle of Philanthropy's* prestigious "Philanthropy 400" list of the top nonprofits in the United States in 2012 and was ranked by *Forbes.com* as one of the 20 most efficient charities in America for the fifth consecutive year. For more information on our programs and ways to get involved, visit [www.hearttoheart.org](http://www.hearttoheart.org).

Inspired by 20 years of connecting you to a world in need

