

*“One in Two Adults Die From Cardiovascular Disease Regardless of Age, Sex or Race. It is Today’s Leading Cause of Death”*

# Healthy Heart Expo

*Over 1,000 people anticipated to attend*

**WHAT:** **Healthy Heart Expo.** Our goal is to increase the community awareness of cardiovascular disease and methods of prevention. It is free to attend.

**WHERE:** Del Mar Fairgrounds, Activity Center  
2260 Jimmy Durante Blvd  
Del Mar, CA 92014  
(Del Mar Fairgrounds charges \$9/vehicle)

**WHEN:** Saturday, January 20, 2007  
9:00 – 4:00 pm

**WHO SHOULD ATTEND:**  
Everyone concerned about heart disease for themselves or loved ones and interested in learning about methods to prevent it.

**CONTACT:** Kate Greathouse, (619) 543-6031, kgreathouse@ucsd.edu

## **GENERAL INFORMATION:**

**Free Gift Bags** - The first 500 attendees will receive a free gift bag which will contain information about heart disease, samples, coupons and many great gift items!

**Ask the Professional Booth** - Opportunity to meet one-on-one with key health care professionals (Cardiologists, pharmacists, nutritionists, exercise physiologists, etc)

**Free Health Care Screenings** - Cholesterol, Blood Pressure, Glucose, BMI

**Educational/Motivational Lectures** - Learn how to prevent cardiac disease—given by Cardiologists, nutritionists, exercise physiologists, and local celebrities

**Visit 25-30 Exhibit Booths** - Will provide information on related products or services, give out healthy food samples, coupons, etc.

**Free Raffle Drawings** - Hourly drawings with great prizes such as free passes to SeaWorld, merchandise gift certificates (including Macy’s), gift certificates to area restaurants (including Roy’s, Il Fornaio, and Ladecki Restaurants), gift baskets, cookbooks, 2 autographed books by Larry King, pedometers and much, much more.

## Photo/autograph opportunities with Charger Cheerleaders!!!

### SCHEDULE OF EVENTS:

9:00—4:00 pm

**Visit 25-30 exhibit booths including  
Free Health Care Screenings, Ask the Professionals, Cardiac Testing Demonstrations**

#### Lectures

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| 10:00 – 10:20 am | <b>Welcoming Remarks</b><br><i>Mr. Richard Liekweg, Chief Executive Officer, UCSD Medical Centers</i><br><i>Anthony N. DeMaria, M.D., Professor of Medicine and</i><br><i>Director, The Sulpizio Family Cardiovascular Center, UCSD</i> |
| 10:20—10:40 am   | <b>“How Low Should My Cholesterol Be?”</b><br><i>Anthony N. DeMaria, M.D., Professor of Medicine</i><br><i>Director, The Sulpizio Family Cardiovascular Center, UCSD</i>  |
| 10:40—11:00 am   | <b>“Infections in Heart Disease”</b><br><i>Kirk Knowlton, M.D., Professor of Medicine,</i><br><i>Chief, Division of Cardiology, UCSD</i>  |
| 11:00—11:20 am   | <b>“Heart Disease in Women”</b><br><i>Denise Barnard, M.D., Professor of Medicine</i><br><i>Director, Women’s Cardiovascular Program, UCSD</i>  |
| 11:20—11:40 am   | <b>Break</b>  |
| 11:40—12:00 noon | <b>“Eating Healthy/Exercising Regularly”</b><br><i>Carol LeBeau, Channel 10 News Anchor</i>   |
| 12:00 – 12:20 pm | <b>“Healthy Eating”</b><br><i>Vicky Newmann MS, RD, Associate Clinical Professor</i><br><i>Director of Nutrition Services, Cancer Prevention/Control Program, UCSD</i>  |
| 12:20 – 12:40 pm | <b>“Seeing the Heart Without Catheters”</b><br><i>Andy Kahn, M.D., Ph.D., Assistant Professor of Medicine</i>   |
| 12:40—1:00 pm    | <b>Break</b>  |
| 1:00 – 1:20 pm   | <b>“All About Stents”</b><br><i>Ehtisham Mahmud, M.D.</i>   |
| 1:20 – 1:40 pm   | <b>“When are Arrhythmias a Concern?”</b><br><i>Ulrika Birgersdotter-Green, M.D.</i>   |
| 1:40 – 2:00 pm   | <b>“Preventing Cardiovascular Disease”</b><br><i>Matt Allison, MD, MPH, Assistant Professor</i><br><i>Family and Preventive Medicine, UCSD</i>  |

*\*\*Lectures/Times Subject to Change\*\**