

## 2012 P5 Client Periodic Report

Lobbyist Name: American Heart Association, Inc.

Client Name: American Heart Association, Inc.

### Lobbyist Information

Principal Officer Name Vitale, Robin

Principal Officer Title Senior Director

Principal Officer Email BLOCKED\_EMAIL

Principal Officer Phone (212) 878-5922

Lobbyist Business Name American Heart Association, Inc.

Lobbyist Business Address 122 East 42 Street, 18th Floor, New York, NY 10168  
United States of America

Lobbyist Business Phone (212) 878-5900

### Client Information

Client Name American Heart Association, Inc.

Business Address 122 East 42 Street, 18th Floor, New York, NY 10168  
United States of America

Client P.O. Name Vitale, Robin

Business Phone (212) 878-5900

Business Email BLOCKED\_EMAIL

### Employee(s) Lobbying for Client

#### Employee # 1

Employee's Name Galarza, Maria

Employee's Work Address 122 East 42nd Street, 18th Floor, New York, NY 10168  
United States of America

Employee's Work Phone (212) 878-5969

Employee's Salary \$52.27

#### Employee # 2

# 2012 P5 Client Periodic Report

Lobbyist Name: American Heart Association, Inc.

Client Name: American Heart Association, Inc.

Employee's Name	Vitale, Robin
Employee's Work Address	122 East 42nd Street, 18th Floor, New York, NY 10176 United States of America
Employee's Work Phone	(609) 223-3759
Employee's Salary	\$203.73

## Lobbying Activities

### Activity # 1

**Subject Category** National Wear Red Day Promotion

**Subject Details** A request was delivered to the City Council to support the American Heart Association's National Wear Red Day. Council staff continue to discuss ways to support the Go Red for Women movement.

Target	Office/Department	Contact Name
NYC Council Members - Staff	Quinn, Christine - District No. 3	Castaldi-Micca, Danielle
	Mendez, Rosie - District No. 2	Cromeyer, Elena

### Activity # 2

**Subject Category** School Wellness Award

**Subject Details** The American Heart Association has provided guidance to the DOE and DHMH regarding the Excellence in School Wellness Award, previously managed by the independent Strategic Alliance for Health (SAfH). With the SAfH no longer funded, the award is being managed by a team from the DOE, DHMH, the AHA and other partners.

Target	Office/Department	Contact Name
Health And Mental Hygiene, Department of (DOHMH)		Lee, Rebecca
		Nichol, Julie
		Brown, LaShawn
Education, Department of		McSpedon, Elizabeth
		Silva, Eilizabeth
		Goodman, Alice
		Adamic, Johnny
		Harr, Lindsay
		Roberts, Rob

### Activity # 3

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Lobbyist Name: American Heart Association, Inc.

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Subject Category Research

Subject Details The AHA has communicated with the NYC DOE re: the status of Physical Education in NYC. A requested meeting is being rescheduled due to Hurricane Sandy.

Target	Office/Department	Contact Name
Education, Department of		Okezie, Nnennaya

## Summary of Compensation from Client

Total Compensation Paid or Owed for Current Period \$256.00

## Lobbying Expenses

Aggregate of all expenses for salaries of support staff \$0.00

Total of Aggregate Expenses \$75.00 or less \$0.00

Are there expenses greater than \$75.00? No

Itemized Expense Total \$0.00

Total Expenses for Current Period \$0.00

## Reimbursed Expenses

Total Reimbursed Expenses for Current Period \$0.00

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### CERTIFICATION

I certify that all statements made on this report are true and correct to the best of my knowledge and belief, and I understand that the willful false statement of any material fact herein will subject me to the provisions of law relevant to the making of false instruments and will render such statement null and void.

Principal Officer Name	Vitale, Robin
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Principal Officer Email	BLOCKED_EMAIL
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Certification Date	11/14/2012 14:56
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### ELECTRONIC SIGNATURE

Robin Vitale was required to indicate acceptance of the representations made in the following statement by entering his or her password used to access the E-Lobbyist, New York City Lobbyist Filing System and pressing the Submit button to affix his or her electronic signature and file the report with the Office of City Clerk - City of New York.

"I certify that all statements made on this report are true and correct to the best of my knowledge and belief, and I understand that the willful false statement of any material fact herein will subject me to the provisions of law relevant to the making of false instruments and will render such statement null and void."