

2010 P2 Client Periodic Report

Lobbyist Name: American Heart Association

Client Name: American Heart Association

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

Lobbyist Business Address 122 East 42 Street, 18th Floor, New York, NY 10168

Lobbyist Business Phone (212) 878-5900

Client Information

Client Name American Heart Association

Business Address 122 East 42 Street, 18th Floor, New York, NY 10168

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 Day, David

Employee's Work Address 54 Wayside Drive, Suite C, West Springfield, MA 01089

Employee's Work Phone (413) 735-2110

Employee # 2

Employee's Name Lancaster, Brooks

Employee's Work Address 122 E. 42nd Street, 18th Floor, New York, NY 10168

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Lobbyist Name: American Heart Association

Client Name: American Heart Association

Employee's Work Phone (212) 878-5975

Employee # 3

Employee's Name Thompsen, Bill

Employee's Work Address 1 Union Street, Suite 301, Robbinsville, NJ 08691

Employee's Work Phone (609) 223-3752

Employee # 4

Employee's Name Vitale, Robin

Employee's Work Address 122 East 42nd Street, 18th Floor, New York, NY 10176

Employee's Work Phone (609) 223-3759

Lobbying Activities

Activity # 1

Subject Category City Participation of Go Red for Women

Subject Details The American Heart Association lobbied the NYC DHMH to gain their support and involvement in the Go Red for Women movement. The city partnered with us in disseminating posters and correspondence to city employees as part of their awareness initiative.

Target	Office/Department	Contact Name
The Department of Health And Mental Hygiene (DOHMH)		Goldstein, Gail Farley, Thomas

Activity # 2

Subject Category National Salt Reduction Initiative

Subject Details The American Heart Association worked with the Mayor's Office to support the announcement of additional partners for the National Salt Reduction Initiative. AHA's national CEO, Nancy Brown participated in the Mayor's press event.

Target	Office/Department	Contact Name
Office of The Mayor (OTM)	Mayor	Bloomberg, Michael
The Department of Health And Mental Hygiene (DOHMH)		Farley, Thomas

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Summary of Compensation

Total Compensation Paid or Owed for Current Period	\$783.65
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Year to Date Total Compensation Paid or Owed	\$2,089.28
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Lobbying Expenses

Aggregate of all expenses for salaries of support staff	\$0.00
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Total of Aggregate Expenses \$75.00 or less	\$0.00
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Are there expenses greater than \$75.00?	No
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Itemized Expense Total	\$0.00
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Total Expenses for Current Period	\$0.00
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Year to Date Total of Expenses	\$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	05/16/2010 17:35
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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."