

EVENT PROFILE



MISSION CITY BALLROOM, SANTA CLARA CONVENTION CENTER

A SOUTH ASIAN HEART CENTER FUNDRAISER

SCARLET NIGHT – An Affair of the Heart is the South Asian Heart Center at El Camino Hospital's 4th annual gala, with a fund-raising goal of \$500,000. With the funds raised, we plan to include diabetes to our program scope; utilize social networks/advanced technology to extend reach, scale our coaching program and further research efforts. Join Stanford Professor and New York Times best-selling author, **Dr. Abraham Verghese** and 3-time Emmy Award Winner, **Raj Mathai** for an exciting evening of networking, casino, entertainment and an exquisite banquet.

WHY GIVE?

it's good for our hearts, and good for your soul...

Did you know that South Asians are at 4x higher risk of heart disease, 3x as likely to suffer a heart attack, and 2x as likely to have a fatal one compared to the general population? 25% of heart attacks occur before the age of 40 in seemingly healthy, predominantly vegetarian, non-smoking, and non-obese South Asians! This population is genetically predisposed, and a poor lifestyle makes matters worse.

The South Asian Heart Center is the first non-profit response to the epidemic of heart disease among South Asians. The Center's program aims to prevent heart disease by early identification of risk factors through advanced screening, lifestyle modifications, and heart health coaching.

A lot has been accomplished since the Center's inception in 2006. But much more needs to be done to further outreach, education, prevention, and research efforts, in order to create an impact on an epidemic of this magnitude.

GLIMPSES OF SCARLET NIGHT 2011

stimulating networking, casino, auctions, gourmet dinner...



ACCOMPLISHMENTS TO DATE

the Center connects with community and physicians...

The Center has raised awareness, established a strong personal health coaching-focused prevention program, and attracted top cardiologists and researchers to collaborate on its mission. Research shows lifestyle and lipid profile improvements in case-managed participants.

- More than 3,500 risk-factor screenings
- 1,500 collaborating physicians; 15 physician CME events
- 1,400 actively case-managed; 1,000 for over one year
- 2,000 consents for research; findings published

The Center recently received the Asian American Heroes Award from Santa Clara County, and a US Congress Certificate of Special Congressional Recognition.

NEXT STEPS

include diabetes in program scope, tap into social networks...

Your contribution will steer us through our crucial next stage of development. We will be able to:

- Widen scope to address the epidemic of diabetes
- Extend reach through social networks & targeted advertising
- Scale coaching/physician training with advanced technology
- Expand program impact through partnerships and research

WHY BECOME A SPONSOR?

a great opportunity to support a critical cause...

SCARLET NIGHT provides an opportunity for businesses to publicize their company and products to an influential gathering of about 800 Bay Area South Asians including community leaders, philanthropists, physicians, program participants and patrons. The program features a networking hour, casino, entertainment, auctions, keynote, and a gourmet dinner banquet. As a sponsor, you will be recognized throughout the event and for a full year on our website.