

FOR IMMEDIATE RELEASE

## **Local Health Advocacy Company Collects 720 pounds of Pennies for the American Heart Association: Employees, Partners, Friends and Family Collected 130,000 Lincolns for a Good Cause.**

**Plymouth Meeting, PA: April 22, 2009** – We’ve all done it; unsure of where to store those pesky copper coins, we look for the closest bowl, jar or loafer in which to discard that money that notoriously keeps turning up. According to coin-counting machine operator Coinstar Inc., the average U.S. household has \$90 in change lying around the house. Imagine the amount of money you could raise for charity if each person in a 250-employee company donated their penny collections. That’s just what happened at Health Advocate, Inc., the nation’s leading independent health advocacy and assistance company located in Plymouth Meeting, PA.

Marty Rosen, the company’s co-founder, Executive Vice President, and Chief Marketing Officer, decided to make a charitable donation by getting the whole company involved. To make it interesting (and also in honor of Lincoln’s 200th birthday and the 100th anniversary of the Lincoln penny’s introduction) he decided to pit department against department to see who could collect the most copper.

The contest ran from February 6th through the 27th. In the end, over 130,000 coins were collected and a check for \$1300 was presented to the American Heart Association. Triage Intake was the winning department collecting over 27,000 pennies.

“The whole company got into it,” says Rosen. “We placed the jars in the lobby where everyone could see them and each day we watched the penny levels rise. We actually ran out of jars and resorted to bags, boxes and any other container we could get our hands on.”

Thrilled with the donation, Terri Jones, Sr. Vice President and Executive Director of the local American Heart Association, encourages companies across the country to take heart health seriously. “Our mission is to build healthier lives, free of cardiovascular diseases and stroke, through awareness programs and research. Donations like this allow us to continue to combat the leading cause of death in this country.”

So who counted all those coins? Several Health Advocate employees also donated their time and wheels to transport the 720 pounds of metal to a local bank with a coin-counting machine. No word is available on the bank’s reaction to the weighty transaction.

### **About Health Advocate**

Health Advocate, Inc., the nation’s leading independent healthcare advocacy and assistance company, offers a spectrum of time- and money-saving solutions to businesses, as well as to individuals through Health Proponent, our consumer division. We serve more than 15 million Americans and 4,500 clients nationwide, including the nation’s largest companies, offering expert, personalized help to navigate the complex healthcare system and resolve clinical and insurance-related issues.



In photo from left to right: Kathleen Caceres, Intake/Triage; Kevin Mayfield, Customer Care Associate; Eva Zuckerkandel, Director of Operations; Emma Capriotti, Director of Corporate Events for the AHA; Frank Riepen, Customer Care Associate.



The company offers a full range of advocacy, wellness, HR and pricing solutions to help save time and money. Founded in 2001 and headquartered in suburban Philadelphia, Health Advocate, has been recognized as one of America's fastest growing private companies by Inc.500 and is rated one of Philadelphia Magazine's Top 20 Places to Work.

*Health Advocate is not affiliated with any insurance or third party provider. Health Advocate does not replace health insurance coverage, provide medical care or recommend treatment.*

**[www.HealthAdvocate.com](http://www.HealthAdvocate.com)**

**Contact:**

Jessica Parker-Smith  
Public Relations Director  
Health Advocate, Inc.  
610-397-7753  
jparkersmith@healthadvocate.com

**About the American Heart Association**

Founded in 1924, the American Heart Association today is the nation's oldest and largest voluntary health organization dedicated to building healthier lives free of cardiovascular disease and stroke. These diseases, America's No. 1 and No. 3 killers, claim about 870,000 lives a year. In fiscal year 2005-06 the association invested more than \$543 million in research, professional and public education, advocacy and community service programs to help all Americans live longer, healthier lives. In Southeastern Pennsylvania alone, the association is currently investing more than \$14 million in research. To learn more, call 610-940-9540 or visit [americanheart.org](http://americanheart.org).

###



**HEALTH  
Advocate™**