

“Thanks to an LVAD” Mended Hearts National Video Contest
Fact Sheet
www.ThanksLVAD.com

“Thanks to an LVAD” is a national video contest hosted by Mended Hearts with support from St. Jude Medical. The program is designed to:

- Recognize and celebrate people who have received left ventricular assist devices (LVADs) to treat heart failure.
- Provide an outlet for LVAD recipients to share their stories, and to educate and inspire others who are living with advanced heart failure.
- Raise awareness about LVADs as a potentially life-saving treatment for some people with advanced heart failure.

The American Heart Association estimates there are 50,000 to 100,000 advanced heart failure patients in the U.S. today who could benefit from an LVAD, without which most would have poor prospects for survival and significantly limited lifestyles.¹ Still, many patients who have experienced heart failure are unaware of LVADs as a treatment option, and report a lack of education and resources.

Contest Facts and Guidelines

Contest Dates: From 12:00 a.m. Pacific Time, February 18, 2016, to 11:59 p.m. Pacific Time, April 12, 2016. Entries will not be accepted after April 12, 2016.

Entry Guidelines:

- Participants should submit a short video (30 seconds or less) featuring 1) an LVAD recipient and 2) at least one friend or family member.
- Individuals may submit more than one video.
- In the video, a friend or family member should talk about what they believe is the best thing about the recipient having received an LVAD.
- Videos can be recorded on iPhone®, iPad®, home video equipment or any other digital video device that will enable participants to submit their video(s) online via a website, similar to posting a video on YouTube. Entries will be judged on their content – not their production value.
- Participants should not mention any specific brands, products or manufacturers of LVADs in their videos. While Mended Hearts and St. Jude Medical appreciate contest participants' preferences for specific brands, because this program is unbranded and intended to create general awareness, videos that mention names of brands, products or manufacturers will not be included for consideration as potential contest winners.
- Videos that include profanity, nudity or other content that is inappropriate for broad audiences will not be considered.
- Video entries can be submitted online at www.ThanksLVAD.com.
- St. Jude Medical will donate \$100 to Mended Hearts for each eligible video submission (up to three per individual/team); combined with other donations and grants from St. Jude Medical this could total up to \$25,000.
- This is a campaign intended to grow awareness of heart failure and its treatments. Therefore, in order to for a video to be confirmed and announced as one of the five winning videos, each team

notified as a potential winner must agree to cooperate with and participate in the media campaign activities (local and/or national) created to publicize the winners.

Judging and Winners

- From among all videos received before April 13, 2016, a diverse panel of judges will select five winning videos based on their ability to inspire and educate others.
- Winners will be notified via email and phone no later than May 6, 2016.
- The first-place winner will be highlighted through a national media and social media campaign. All of the five winners, including the first-place winner, will also be highlighted through media campaigns in their local communities.
- St. Jude Medical will donate \$1,000 to Mended Hearts on behalf of each of the five contest winners.

Video Tips

- Before filming your final entry, do a “test run” to ensure your subjects can be seen and heard clearly.
 - Make sure there is enough light wherever you are filming.
 - Check that the video subjects are in focus.
 - Try to eliminate sounds other than the video subjects speaking (turn off TVs and radios, ask others to avoid shutting doors, talking, etc. during filming).
- Be yourself, sharing your personal anecdote and sentiments. “Thanks to an LVAD” is looking for real people – not professional actors!
- Use your iPad®, iPhone®, video camera or any other recording technology you have available that will enable you to submit an entry of a digital video online, via the easy-to-use, easy-to-access website. No high-end equipment or editing necessary!
- Focus on communicating the best thing about the heart-failure patient receiving an LVAD. Examples include:
 - Activities you’ve been able to participate in together since the LVAD implant.
 - Major events the LVAD recipient has been able to attend since his/her implant.
 - What is special about your life together now.
 - Why the LVAD recipient is important to you.

To submit a video, learn more, or share contest information with others, please visit www.ThanksLVAD.com. To join in the contest conversation on social media, please use #ThanksLVAD.

For further information about heart disease and advanced heart failure, visit www.MendedHearts.org.

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ⁱ American Heart Association, HeartMate II: A Reliable Destination; Feb. 2010