

## For Immediate Release

### **World Health Networks teams up with nLIVEn & Airport Marketing Income to deliver a unique promotional program at Boston Logan International Airport for Steward Health Care System.**

**Boston, MA, November 27, 2013** – World Health Networks (WHN) a New York based company has partnered with the World Heart Federation to aid in tackling the world's number one killer – cardiovascular disease (CVD). The project will place self-service, free-to-use, medical grade Health Stations in airports around the globe to help people understand their CVD risk and, where necessary, seek professional medical advice.

“The core objective of our partnership is to tackle heart disease through easy access, early detection, education and empowerment of individuals,” says Lon von Hurwitz, President & CEO of World Health Networks. “We provide this service free of charge to both airports and passengers through associated sponsorships. Airports will therefore be able to offer their customers potential life-saving services.”

With successful installations already at JFK's Jet Blue Terminal, Houston George Bush Intercontinental and Mineta San Jose International, WHN has teamed up with nLIVEn & Airport Marketing Income (AMI) to provide a unique advertising platform for one of Massachusetts's leading Health Care providers, Steward Health Care System at Boston Logan International.

Steward Health Care System has incorporated the sponsorship of four Health Stations into their experiential promotional campaign targeting passengers at one of the busiest airports in the United States. Steward Health Care is a community-based accountable care organization and community hospital network with more than 17,000 employees serving more than one million patients annually in more than 150 communities.

“We applaud WHN and Steward Health Care for helping us bring awareness to millions of travelers at Boston Logan International around the benefits of a healthier lifestyle. In bringing these ‘State of the Art’ Health Stations into Logan and future airport properties, we not only have the ability to carry this message, but the units also allow us the ability to help other significant brands carry a positive health message throughout the year”, states Brad Jersey, Founder and CEO of nLIVEn Health.

Each Health Station includes a top video screen to let passengers know of the free service and an interactive information center. The platform provides partners with the potential to reach a key audience in air travelers. Lon von Hurwitz notes, “Individuals can begin to take more control of their own personal health and wellness, and airports/airlines can also benefit their employees with this service on site. The sponsorship of the health stations allows prominent companies engaged in the healthcare industry to impart information about meaningful health products and services to a vast user base. It is expected that over 1 billion air passengers will have access to the health stations when fully deployed in the next two years. This audience also provides the enormous and dynamic opportunity for mobile applications and the portability of personal health records that will be subscriber supported.”

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## Notes to editors:

**About World Health Networks** World Health Networks (WHN) is owned by a consortium of strategic partners from the health and wellness industry and the digital media industry. Along with partnerships, WHN has developed an innovative self-service “first-in-class” stand up Health Station that will fit into the new Era of Healthcare reform in the U.S. and worldwide. Their Health Station takes non-invasive biometric measurements, which determine risk-assessment for heart disease for individual users. Their internet connected, digital Health Stations offer a range of critical biometric tests with identification and data storage, tracking capabilities and a smart device user interface.

Please visit: [www.worldhealthnetworks.com](http://www.worldhealthnetworks.com)

## About The World Heart Federation

The World Heart Federation is dedicated to leading the global fight against cardiovascular disease – including heart disease and stroke via a united community of more than 200 member organizations. It is also the World Health Organization’s (WHO) only recognized cardiovascular NGO partner. The World Heart Federation aligns its efforts around the WHO’s related target by reducing premature CVD mortality by 25% by 2025. With its members, the World Heart Federation works to build a global commitment to addressing cardiovascular health at the policy level, generates and exchanges ideas, shares best practices, advances scientific knowledge, and promotes knowledge transfer to tackle cardiovascular disease – the world’s number one killer. It is a growing membership organization that brings together the strength of cardiac societies and heart foundations from more than 100 countries. Through our collective efforts we can help people all over the world to lead longer and better heart-healthy lives.

Please visit: [www.worldheart.org](http://www.worldheart.org), [twitter.com/worldheartfed](https://twitter.com/worldheartfed), [facebook.com/worldheartfederation](https://facebook.com/worldheartfederation)

**About nLIVEn Health:** nLIVEn Health brings together an unprecedented combination of venue marketing rights and partnerships across the nation combined with a vast expertise in the live event and health industries to create unique and immersive brand experiences. Engaging millions through their programs face to face, with established measurable results from nLIVEn Health’s comprehensive, custom programs.

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