



Contact:

Great Ink Communications, Ltd. – 212-741-2977

Eric Gerard (Eric@greatink.com)

Francisco Miranda (francisco@greatink.com)

American Heart Association in NYC Marks 100th Anniversary

*Healthcare Real Estate Executive Joe Simone of Simone Development Companies
Named 2024 Centennial Chair of the Heart of New York City campaign*

NEW YORK, NY, January 26, 2024 —The new year marks the 100th birthday of the American Heart Association and the start of the organization’s Bold Hearts™ campaign, a celebration of a century of profound impact on heart health and well-being.

Leadership of the signature campaigns of the American Heart Association in New York City have demonstrated their commitment to the transformative work ahead in the second century. The bold leadership needed to catapult the American Heart Association’s next 100 years of relentless work and transformative innovation starts today.

The 2024 New York City chairs are:

- **Joe Simone**, President, Simone Development Companies and 2024 Centennial Chair of the Heart of New York City campaign.
- **Tifphani White-King**, Principal, US National Tax Practice Leader for Mazars and Centennial Chair of the 2024 New York City Go Red for Women® movement.
- **Michael Kruse**, Managing Director and Head, Global Banking and Markets, U.S., Scotiabank and 2024 Centennial Chair of the New York City Heart Challenge.



Beginning a new century of mission critical work, the organization continues its steadfast commitment to making the bold moves needed for new paths of scientific discovery, eradicating barriers to health equity and advocating for healthy policy so that every member of the New York City community has the opportunity for a longer, healthier life. That pledge to the community is shared with likeminded community leaders and organizations who are relentless in their support to eliminate heart disease and stroke in the new century.

“The American Heart Association’s centennial is a celebration of the lifesaving achievements and shared vision for a bold new century that will exponentially advance heart and brain health,” said Joe Simone, President, Simone Development Companies, 2024 Centennial Chair of the Heart of New York City campaign and member of the New York City board of directors. “With a focus on the work that lies ahead, bolstered by a commitment to learn from the past, the Association celebrates what it has accomplished, thanks to the hard work and dedication of generations of volunteers and donors.” Since its founding on June 10, 1924, the American Heart Association, devoted to a world of healthier lives for all, has helped transform the nation’s health and significantly reduce heart disease and stroke death rates. But there is much work to be done.

“As we close out our first 100 years and begin the next, our work remains as important as ever. Throughout the last century, the American Heart Association has moved health and well-being forward in important and critical ways,” said Brian Kingston, CEO of Brookfield’s Real Estate business and Chair of the American Heart Association New York City board of directors. “As we head into our second century, our focus remains on fueling science and innovation, funding lifesaving research and supporting the rights of patients and care givers, to empower healthier communities and advance the way we live, work and play.”

“This relentless pursuit will continue until heart disease and stroke are the stories of our past and not of our future. A world with equitable health and well-being fuels a future that is yours to create,” said Tifphani White-King, Principal, US National Tax Practice Leader for Mazars and Centennial Chair of the 2024 New York City Go Red for Women® movement. “We know we can’t do this work alone. Volunteers, donors and advocates are key to accelerating this lifesaving work.”

With relentless resolve for the future of our lifesaving work and equitable health for all people, we are deeply grateful to those who have already boldly stepped forward to generously support our Second Century Campaign. Second Century Cornerstone recognizes a company or individual who has made a seven-figure donation.

New York City cornerstone donors include: Atria Health Collaborative, Elizabeth Elting Foundation, and Mother Cabrini Health Foundation.

Other New York City Second Century campaign supporters include:

Rose Caiola/Bettina Equities, BNY Mellon, Brookfield, Centers Health Care, Citi, Compass One Healthcare, Cristina Civetta and Ed Scheetz, Cushman & Wakefield, EY, Joanne Dunbar, Kingston Family Trust, KPMG, Mazars, Mount Sinai Heart, New York Community Trust, New York-Presbyterian, Northwell Health, NYU Langone Health, Paul Hastings LLP, Pfizer, Scotiabank, Simone Development Companies, The Estée Lauder Companies Inc., Unitex, Weil, Gotshal & Manges LLP, White + Warren.

“Heart disease is the No. 1 killer worldwide, and stroke ranks second globally. The American Heart Association is advancing health and hope for all and creating a vision for brighter tomorrows free from these diseases, “ said Natalia Cineas, DNP, RN, NEA-BC, FAAN, Senior Vice President, Chief Nursing Executive, Co-Chair, Equity and Access Council for NYC Health + Hospitals and President of the New York City American Heart Association board of directors.

“Progress doesn’t happen without Bold Hearts trailblazing new paths of scientific discovery, working tirelessly to remove barriers to health equity and advocating for healthier communities,” said Michael Kruse, Managing Director and Head, Global Banking and Markets, U.S., Scotiabank and 2024 Centennial Chair of the New York City Heart Challenge. “Throughout the past century, the American Heart Association has moved health and well-being forward in important and critical ways.”

The American Heart Association was founded by six cardiologists, but the distinguished achievements of the organization for the past century are the result of the passion of more than 40 million volunteers, supporters, employees, and more than \$5 billion invested in scientific research.

To learn more about accomplishments in the first 100 years of the American Heart Association or how to participate in the Second Century campaign, visit heart.org.

[About Simone Development Companies](#)

Simone Development Companies is a full-service real estate investment company specializing in the acquisition and development of healthcare, mixed-use, office, industrial, retail and residential properties. Headquartered at the Hutchinson Metro Center, it boasts a portfolio of over 7 million square feet throughout the Bronx, Manhattan, Queens, Long Island, Westchester County, Orange and Fairfield Counties and New Jersey. With expertise spanning acquisition, development, construction, finance, asset management, accounting, leasing and property management, Simone Development Companies is set apart by its vertically integrated management team, long-term asset ownership and its pursuit of visionary development.