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[British Heart Foundation Heart Regeneration Project \(Mending Broken Hearts\).docx](#) (96KB)

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Hello again Trevor,

Thank you so much for taking the time to speak with me today, this was very much appreciated. As I mentioned to you, we have received support from ICCM in the past (as a beneficiary of the scrap metal recycling scheme).

We are very grateful for your support to date and would like to keep you up to date with the work of the British Heart Foundation in the hope that this support may continue – I touched briefly on our **Mending Broken Hearts Appeal** which will be launching on 1<sup>st</sup> Feb 2011. The Mending Broken Hearts Appeal is one of the most ambitious projects ever undertaken by the British Heart Foundation. Its goal is simple: to fund the research that could begin to literally 'mend broken hearts' in as little as 10 years time and save and improve the lives of millions within decades.

Heart and circulatory disease is the UK's biggest killer. Today, our only way of combating this disease is to encourage lifestyle changes or prescribe medicines which reduce the risk of developing heart problems, and try to minimise the disease's damaging effects through surgery and drugs. In short, there is no cure for a broken heart. This project could change that. Through investing in a programme of research into regenerative medicine, we believe that we can develop the technology to repair damaged heart muscle and diseased arteries. Scientifically it is a goal that is achievable, but currently the resources and investment we need to make it happen are simply not available, hence the reason for us launching this ground breaking appeal.

I have attached a short summary which explains more on the appeal and we also have a corporate newsletter that we send out to our supporters which will keep them up to date with our work, and the ways in which you can support BHF. We would very much like ICCM to be included on our mailing list. If you could please let me know who the appropriate contacts within the company would be, that would be very helpful. This can be sent out by post or email, whichever is preferred.

I do hope that your company will be able to continue to support us and I look forward to hearing from you again soon.

Kind regards,

*Sam*

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Find out more at [bhf.org.uk/redphotos](http://bhf.org.uk/redphotos)