

poster

after the STORM

The Project Joy Story

a documentary film
by Franco Sacchi and Aimee Corrigan.

Charles River Productions Presents "After The Storm"
A film by Aimee Corrigan and Franco Sacchi
Narrated by Robert Goulet Music by the Clash
Directed by Aimee Corrigan and Franco Sacchi



Documentary Film by Aimee Corrigan
& Franco Sacchi about the relief training
effort by Project Joy after Hurricane Katrina

Poster: 24" x 36"
Programs: Adobe Photoshop / InDesign

editorial

TURBO vs. NITROUS vs. SUPERCHARGED vs. ALL-MOTOR

THE BIG
DEBATE

SUPER STREET

DECEMBER 2007

www.superstreetonline.com

K-SWAPPED
Bubble Back



POWER UP
SMACK DOWN!

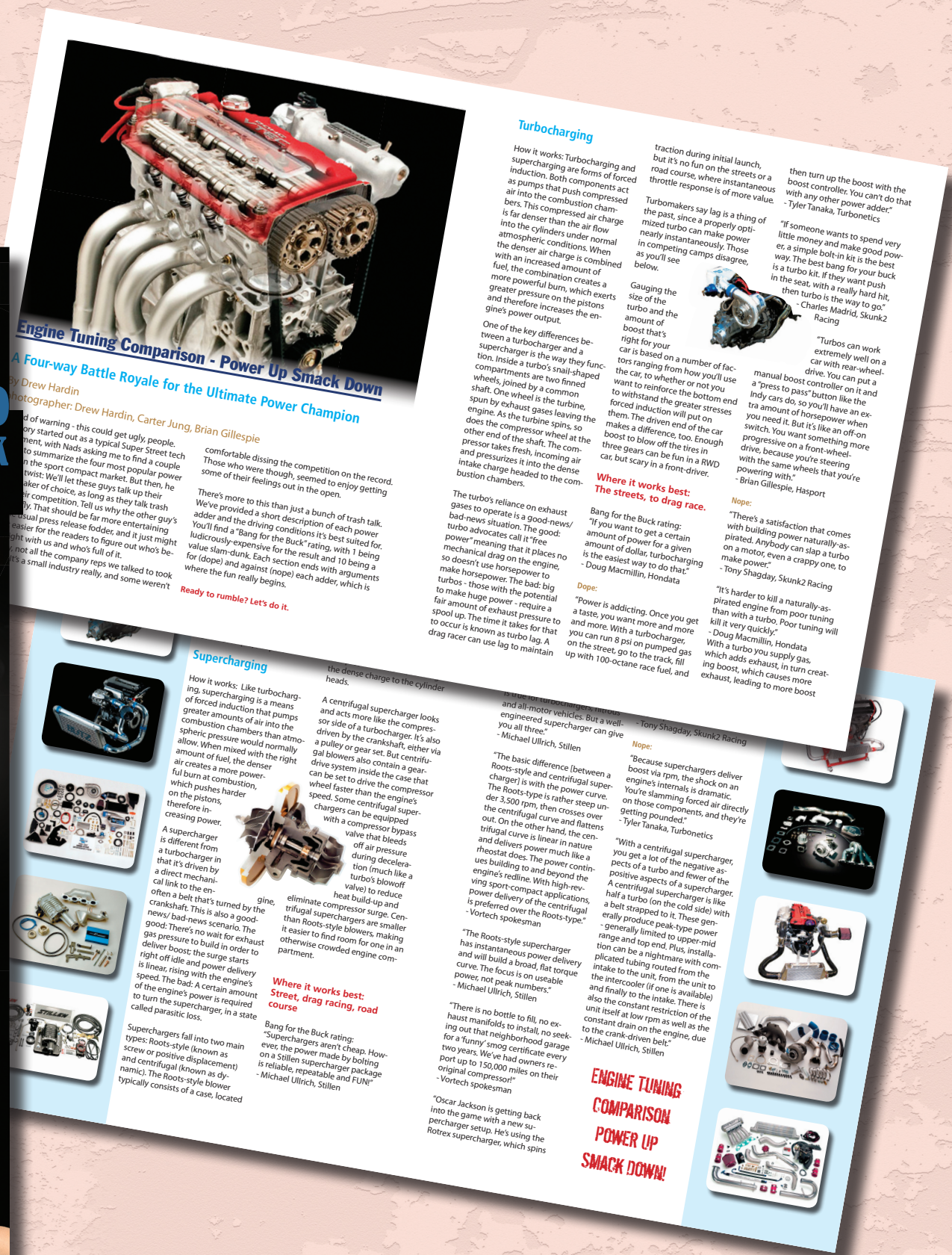
Engine Tuning Comparison



Editorial

Cover: 8.5" 11"
Spread: 11" x 17"

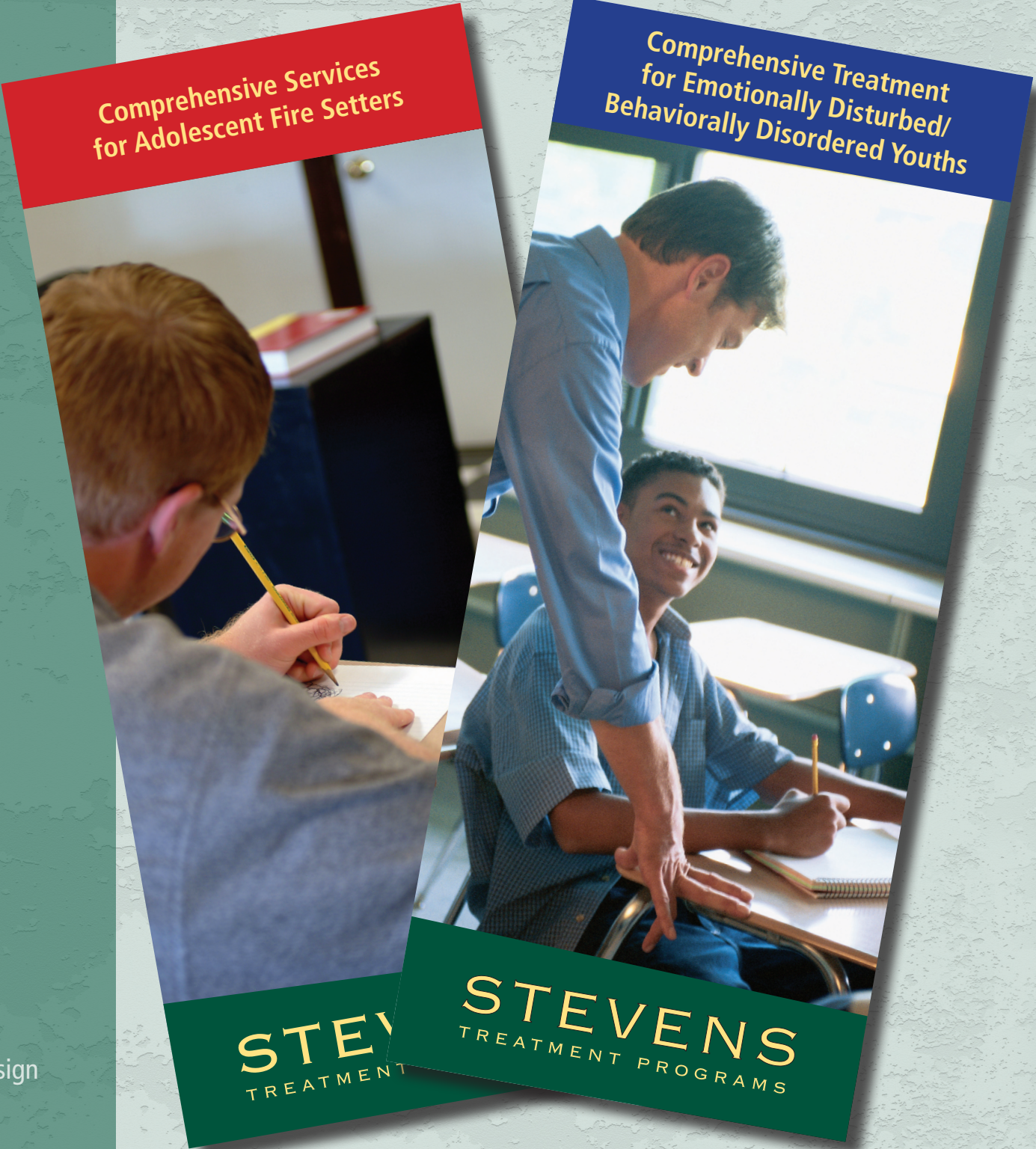
Programs: Adobe Photoshop / InDesign /
Illustrator



packaging



brochure



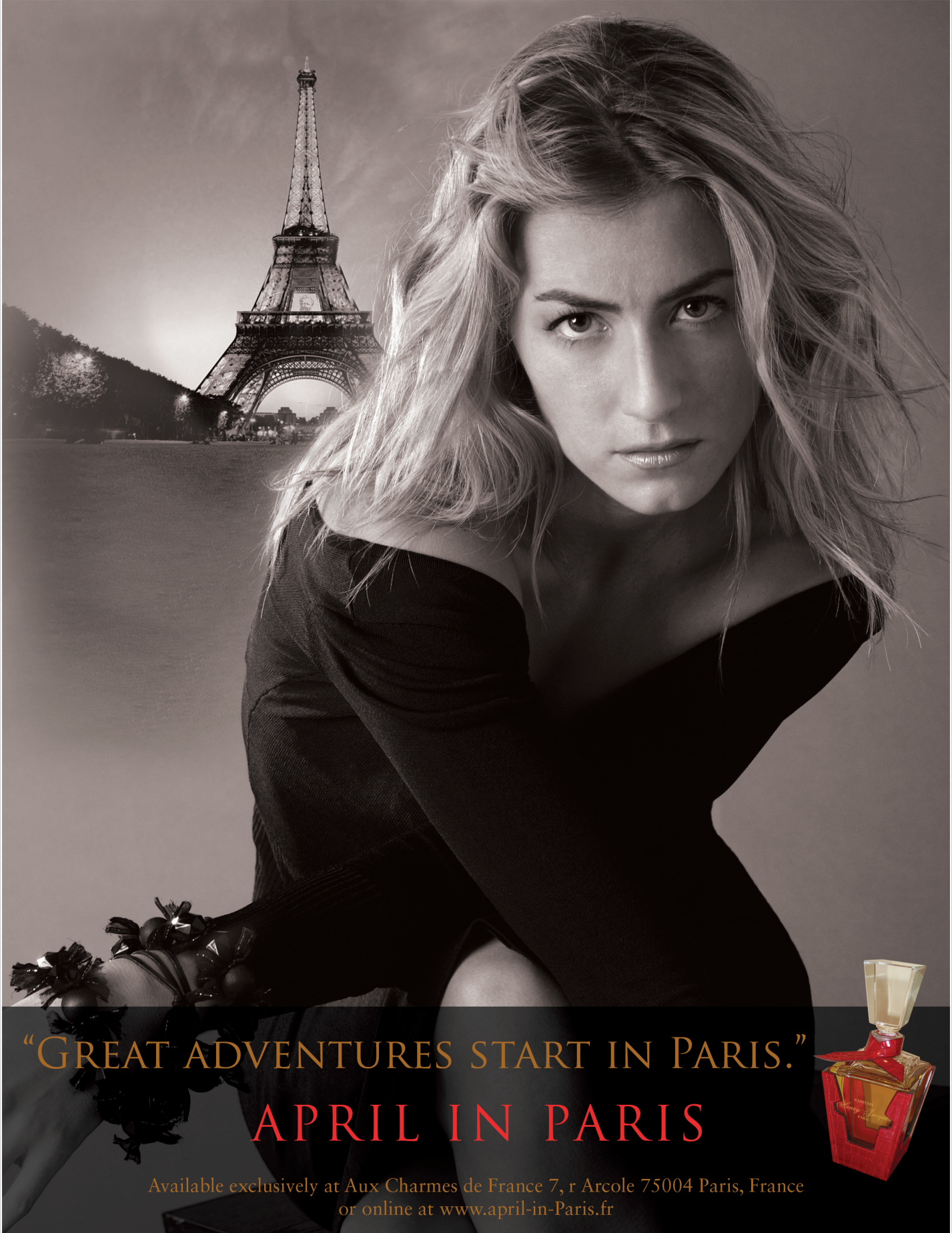
Series Of Ten Brochures

Tri-fold Layout: 8.5" x 11"
Programs: Adobe Photoshop / InDesign

magazine ad

Full Page: 8.5" x 11"


Programs: Photoshop



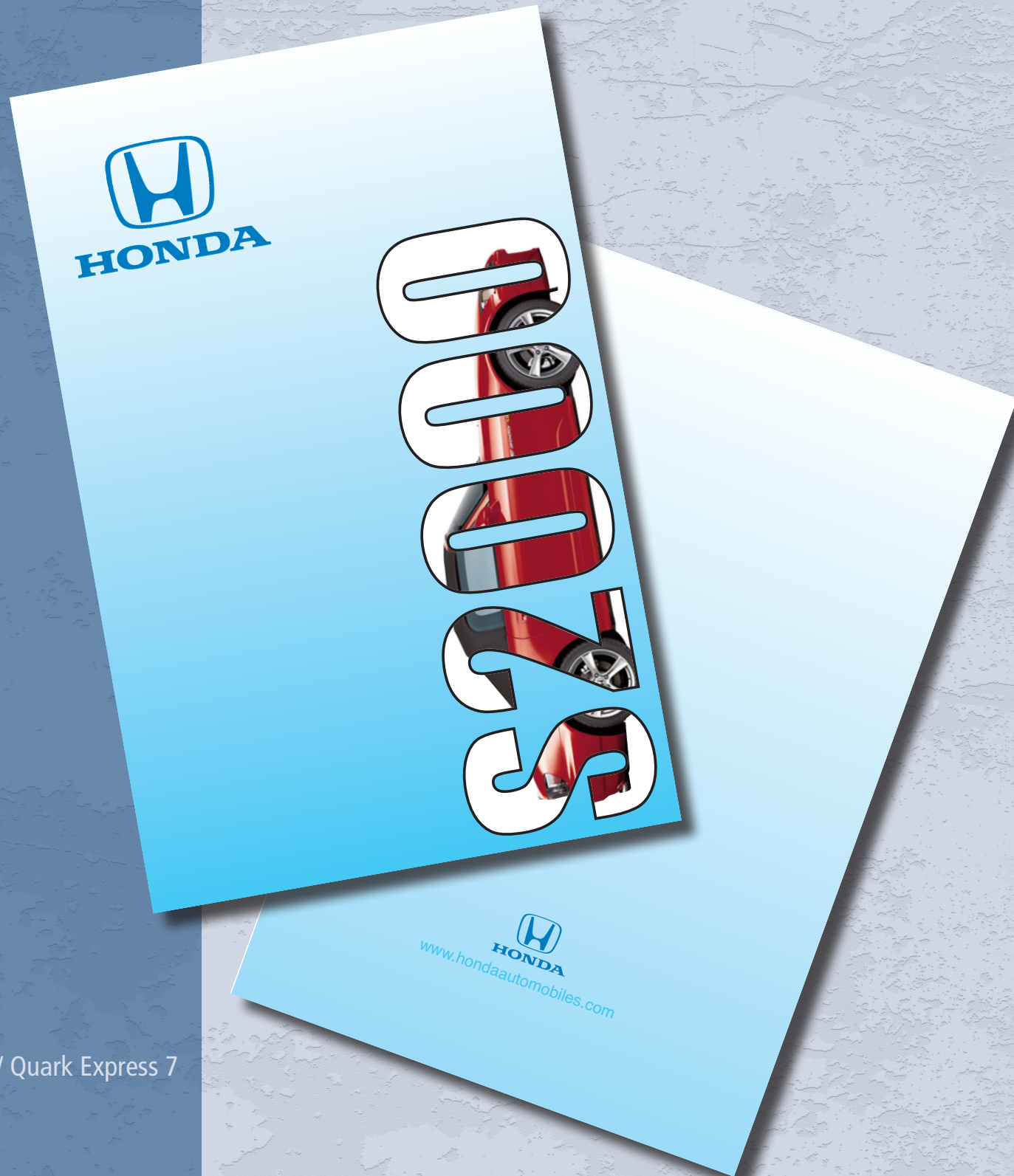
"GREAT ADVENTURES START IN PARIS."

APRIL IN PARIS

Available exclusively at Aux Charmes de France 7, r Arcole 75004 Paris, France
or online at www.april-in-Paris.fr



brochure

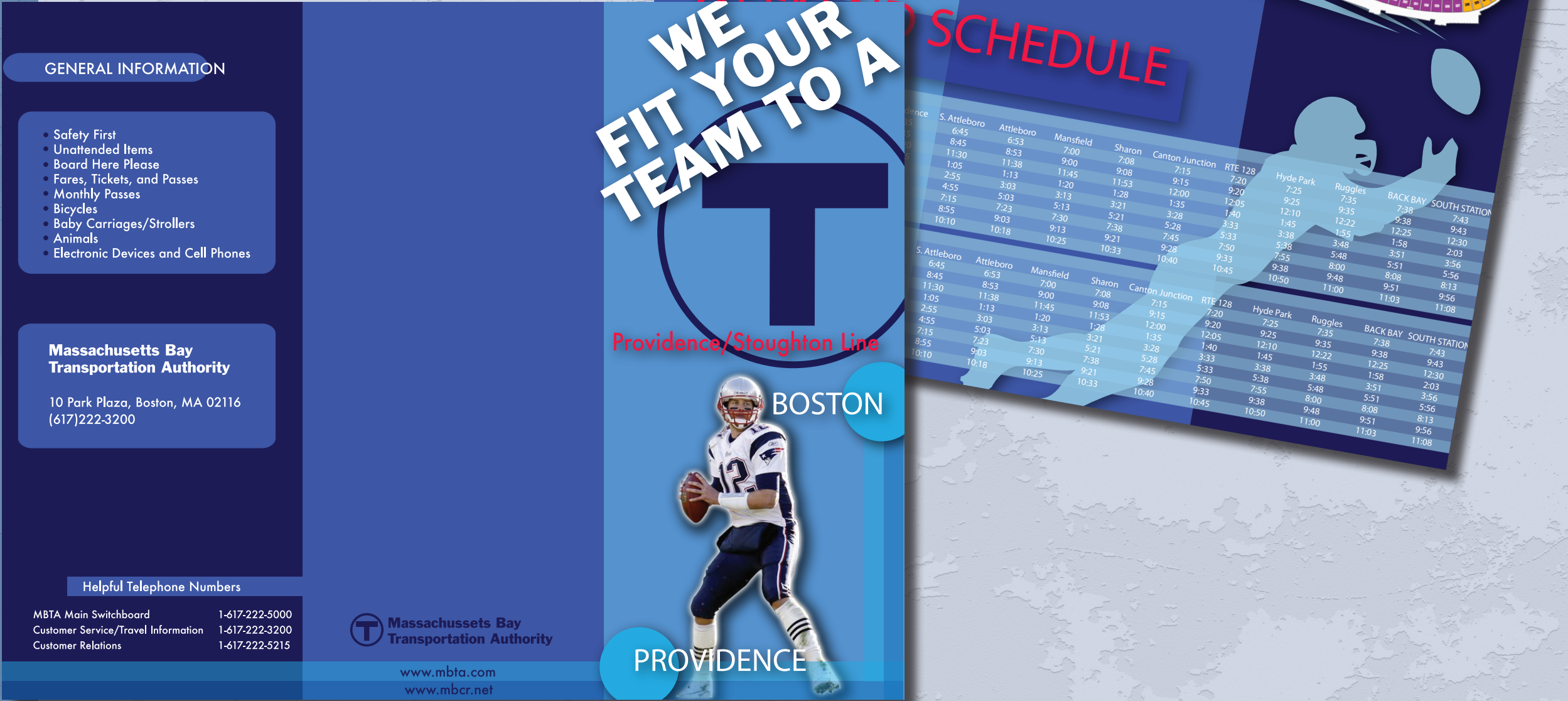


Cover: 5.5" x 11"
Spread: 11" x 8.5"

Programs: Adobe Photoshop / Quark Express 7



brochure



Tri-fold Layout: 8.5" x 11"

Programs: Adobe Photoshop / Illustrator / InDesign

signage



Commercial / Residential / Fleet Graphics

Programs: Flexi Expert - Scanvec Amiable (SAi)

corporate identity



"Create" Your Destiny



Corporate Identity

Kismet Acres Farm, Capon Bridge, WV

Business Card / Letterhead / Envelope

Banner: 24" x 60"

Fleet Graphics

Programs: Adobe Photoshop / InDesign /
Illustrator / Flexi Expert - Scanvec Amiable (SAi)

newsletter

Circulation



American Heart Association | American Stroke Association
Learn and Live™

Vol. 5, No. 3, Fall 2007

Exercise and Fitness

Physical inactivity is a major risk factor for cardiovascular disease, and most Americans are not physically active enough to gain any health benefits. Swimming, cycling, jogging, skiing, aerobic dancing, walking or many other activities can help your heart. Whether it's included in a structured exercise program or part of your daily routine, all physical activity adds up to a healthier heart.

According to the latest joint American Heart Association/American College of Sports Medicine guidelines on physical activity, all healthy adults ages 18-65 should be getting at least 30 minutes of moderate intensity activity five days of the week. However, there are additional guidelines for those 65 and older, or for those 50-64 with chronic conditions or physical functional limitations (e.g., arthritis) that affect movement ability or physical fitness.

Physical Activity and Public Health:
Updated Recommendation for Adults
From the American College of Sports
Medicine and the American Heart
Association

Physical Activity and Public Health Updated Recommendation for Adults From the American College of Sports Medicine and the American Heart Association

Summary—In 1995 the American College of Sports Medicine and the Centers for Disease Control and Prevention published national guidelines on Physical Activity and Public Health. The Committee on Exercise and Cardiac Rehabilitation of the American Heart Association endorsed and supported these recommendations. The purpose of the present report is to update and clarify the 1995 recommendations on the types and amounts of physical activity needed by healthy adults to improve and maintain health. Development of this document was by an expert panel of scientists, including physicians, epidemiologists, exercise scientists, and public health specialists. This panel reviewed advances in pertinent physiologic, epidemiologic, and clinical scientific data, including primary research articles and reviews published since the original recommendation was issued in 1995. Issues

considered by the panel included new scientific evidence relating physical activity to health, physical activity recommendations by various organizations in the interim, and communications issues. Key points related to updating the physical activity recommendation were outlined and writing groups were formed. A draft manuscript was prepared and circulated for review to the expert panel as well as to outside experts. Comments were integrated into the final recommendation. **Primary Recommendation**—To promote and maintain health, all

healthy adults aged 18 to 65 yr need moderate-intensity aerobic (endurance) physical activity for a minimum of 30 min on five days each week or vigorous-intensity aerobic physical activity for a minimum of 20 min on three days each week. [I (A)] Combinations of moderate- and vigorous-intensity activity can be performed to meet this recommendation. [IIa (B)] For example, a person can meet the recommendation by walking briskly for 30 min twice during the week and then jogging for 20 min on two other days.

'I neglected me'

MAY 22, 2005 Arlene Wiley is a wife, mother, public school teacher, tutor and member of the school booster club. She knows about being "too busy." A lifesaving dash to the hospital challenged her priorities. "I neglected me," Arlene says, "and I paid for it with congestive heart failure." Her heart couldn't pump enough blood to her body's other organs. "It made fluid collect in my lungs, causing shortness of breath," she says. Arlene's family history gave clues that heart disease could be in her future. Her parents had high blood pressure and high cholesterol, and uncles and aunts have diabetes. Her father had quadruple-bypass surgery at 49, and her brother had a triple bypass. And she had stopped taking her blood pressure medicine. Arlene takes her medicine now and sees her doctor regularly, exercises and eats more heart-healthy. She also gets an exercise stress test every year. Arlene says the experience taught her another important lesson: "You can't do for others if you're not here."



Cholesterol

Knowing the facts about cholesterol can reduce your risk of stroke. But understanding what cholesterol is all about starts at the beginning.

To keep your cholesterol under control:

- ♥ schedule a screening
- ♥ eat foods low in cholesterol and saturated fat
- ♥ maintain a healthy weight
- ♥ exercise regularly
- ♥ follow your healthcare professional's advice

What Can Cholesterol Do?

High cholesterol :-

What is Cholesterol?

Cholesterol is a soft, fat-like, waxy substance found in the bloodstream and in all your body's cells. It's normal to have cholesterol. Cholesterol is an important part of a healthy body because it's used for producing cell membranes and some hormones, and serves other needed bodily functions. But too much cholesterol in the blood is a major risk for coronary heart disease (which leads to heart attack) and for stroke. Hypercholesterolemia is the medical term for high levels of blood cholesterol.

It's important to understand the difference, and to levels of "good" and "bad" cholesterol in your blood.

LDL and HDL Cholesterol: What's Bad and What's Good?

It may surprise you to know that cholesterol itself isn't bad. In fact, cholesterol is just one of the many substances created and used by our bodies to keep us healthy. Some of the cholesterol we need is produced naturally (and can be affected by your family health history), while some of it comes from the food we eat.

There are two types of cholesterol: "good" and "bad."

It's important to understand the difference, and to know the levels of "good" and "bad" cholesterol in your blood.

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The Two Sources of Cholesterol

Cholesterol comes from two sources: your body and food. Your liver and other cells in your body make about 75 percent of blood cholesterol. The other 25 percent comes from the foods you eat.

LDL cholesterol is the "bad" cholesterol. When too much of it circulates in the blood, it can clog arteries, increasing the risk of heart attack and stroke.

LDL cholesterol is produced naturally by the body, but many people inherit genes.

Science & Professional Research

Dr. Julie Lumeng's research into children's eating habits is an example of the leading-edge investigations we support through our Fellow-To-Faculty Transition Program. Trainees with outstanding potential for careers as physician-scientists receive these awards.

having their proposals reviewed under criteria similar to NIH guidelines contributes to their development. The criteria include significance (potential impact), approach (bold new ideas and risk taking encouraged), innovation (challenging paradigms and critical barriers to success), investigator (complementary/integrative team expertise) and environment (possible unique features).

Establishing funding partnerships, such as one to create the first American Heart Association Philips Resuscitation Fellowship. Other partnerships fund emergency medical fellowships (with Emergency Medicine Foundations/Society for Academic Emergency Medicine), stroke fellowships (American Academy of Neurology) and early career grants in geriatric cardiology (Society of Geriatric Cardiology).

Providing \$80,000 to our national research awardees affected by Hurricane Katrina to help in recovery and reestablishment of research laboratories. Processing over 5,000 applications for research funding and administering over 2,800 active awards. Our

total research allocation this year was \$145,679,263.

Developing a strategic vision for the Association's research program over the next 10 years.

We also support and organize national conferences where researchers and healthcare professionals exchange information, share ideas, discuss and debate newly discovered scientific mechanisms or actions or new treatment options. We publish five high-impact scientific journals that report the results of research. This reflects our commitment to take scientific discovery "from laboratory bench to bedside."

'A winnable battle'

OCTOBER 10, 2006 The girl was 10 years old, overweight, and painfully aware of it.

"When she came into the clinic and we weighed her, she began to cry," Dr. Julie Lumeng remembers. The girl's mother explained that it is unsafe to walk to school or even play outside in their inner-city neighborhood. She knows her daughter needs more exercise, so she is trying to find a way to afford a treadmill for their home. "Experiences like these drove me to really try to understand eating behavior and overweight in low-income children," Dr. Lumeng says.

Dr. Lumeng, a development and behavioral pediatrician, is a researcher at the University of Michigan Center for Growth and Human Development. She says kids to eat healthy and exercise isn't the answer. "This is definitely a winnable battle, but it's going to take community members, scientists, policymakers and parents all working together," she says.



American Heart Society

Cover 8.5" x 11"
Center Spread 11" x 17"

Programs: Adobe InDesign / Illustrator / Photoshop

identity

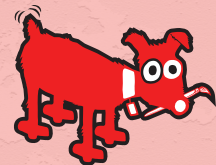


poster & magazine spread



Poster 24" x 36"
Magazine Spread 11" x 17"
Programs: Adobe Photoshop / InDesign

Red Dog Designs is Eric Lawson
GRAPHIC & INTERACTIVE DESIGN



www.thereddogdesigns.com
302.841.8836

