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## PRESS RELEASE

# Canadian Congenital Heart Patients “Win Gold”

January 25, 2010

The Canadian Congenital Heart Alliance (CCHA) is very happy to report that negotiations with the Canadian Olympic Committee (COC) have been resolved in our favour! They have acknowledged that our use of the torch and flame logo, which we've been using for six years, does not infringe on their own branding. They have simply requested that we include our name along with the logo so as to avoid any confusion. We have used our logo in this way in the past so are content with this request.

We would like to thank the COC's Executive Director, David Bedford, for dealing with this issue swiftly and sensitively. He took the time to learn more about the CCHA and to understand why we chose this logo and what it means to congenital heart patients.

We especially want to thank the many people (from around the world!!) who have supported us by inundating the COC with letters and emails. The support has been absolutely astounding, and it clearly helped to get this issue resolved quickly. I know the COC will be glad to have this issue in the past! We also want to thank our law firm Bereskin & Parr for their assistance.

With this behind us, we can get back to doing our true work, which is advocating on behalf of Canadians with congenital heart defects. There are approximately 180,000 of us in Canada, many of whom require lifelong cardiac care. Unlike patients with acquired heart disease, there are far fewer resources allocated for the care of *adult* CHD patients. As a result, wait times for clinical visits and surgical intervention are much longer – leading to increased anxiety, added risk, and even death. Please continue to support us – you can stay in touch by visiting our website at [www.cchaforlife.org](http://www.cchaforlife.org) or by emailing us at [communications@cchaforlife.org](mailto:communications@cchaforlife.org). We'd love to hear from you.

With February quickly approaching, we'd also like to wish the Olympic athletes all the success in the upcoming winter games. Our support is behind them 100%.

Thank you again from the bottom of our hearts,

Canadian Congenital Heart Alliance (CCHA)  
[www.cchaforlife.org](http://www.cchaforlife.org)