



INSTITUTE OF HEARTMATH®

Connecting Hearts and Minds

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HeartMath companies collaborate to achieve shared vision of helping people and communities destress

BOULDER CREEK, CA – May 18, 2011 – For nearly twenty years HeartMath founder Doc Childre, stayed focused and committed to creating companies that are driven to benefit people and the planet. As a result he helped found and develop three HeartMath companies collaborating to help people through some of the most rapidly changing times we've ever known. The HeartMath companies share a triple-bottom-line (3BL) mission – *people, planet, profit* – which is the guiding focus in the current collaboration of the nonprofit Institute of HeartMath, and the for-profit Quantum Intech Inc. and its operating company HeartMath LLC.

Each of the HeartMath-related companies are contributing their unique services and capabilities to realize a shared vision for a better world. HeartMath is known worldwide for their research on the critical link between stress, emotions, heart function and cognitive performance. Through this research they developed a system of scientifically-based tools, technologies and programs that are benefitting all levels of society.

HeartMath representatives say their passion is reinforced daily by the people they help. "We hear every day from people who write to us about the stressors in their lives," said Institute of HeartMath President Sara Childre. "It's so apparent that all of the violence in the world, the bitter politics over the national debt and the seemingly endless series of natural disasters are making people nervous or even angry and it places tremendous strain on people – both individually and throughout their communities."

Countless numbers of people from all walks of life are suffering from heightened stress and anxiety whether it's from financial strain, losing their home and/or job, caring for aging parents while juggling their own family and career or having been impacted by a recent natural disaster. Current issues and events like these have shattered the nerves and severely weakened the spirits of millions of people in practically every corner of the globe.

Employing a business and social-impact model, HeartMath LLC and Quantum Intech are generating profit while benefitting society and also sharing a portion of that profit with the Institute of HeartMath (IHM), a recognized global leader in stress research, management and education. The success of this model is illustrated in IHM's latest initiative as HeartMath LLC is providing matching funds up to \$10,000 for the [HeartMath for Communities Project](#), the institute's spring fundraising campaign.

This caring initiative delivers the research-based *HeartMath De-Stress Workshop* to representatives of nonprofit community service organizations who will be trained as licensed presenters of the workshop. Nonprofits, in turn, deliver the De-Stress Workshops free to their constituents to help them manage stress and build resilience.

The initiative also includes IHM's *The Resilient Organization – Building Staff and Organizational Coherence* program, which trains a licensed presenter within a nonprofit organization to help its staff boost performance, improve relationships and strengthen resiliency and thereby increase the nonprofit's social impact.

Stress is an issue reaching every nation – large and small – around the globe. International authorities now categorize stress as a leading health threat to societies worldwide. At no time in human history have so many major stressors converged to threaten the stability of our planet and its societies. Collaborations such as HeartMath's are of critical importance in today's world.

To learn more about the Institute of HeartMath and their initiatives go to www.heartmath.org. You can also stay up to date on their research, community, education and military initiatives on the institute's Facebook page at www.facebook.com/InstituteofHeartMath.

About the HeartMath Companies:

The HeartMath companies that comprise this successful nonprofit and for-profit model for the benefit of society have been studying best practices in social entrepreneurship and social return on investment (impact) over the last 20 years. The executive teams of the three HeartMath companies meet bi-monthly to discuss strategies for furthering their common mission: *to promote a fundamental shift in global health, well-being and consciousness.*

Founded in 1991, the Institute of HeartMath (IHM) is a 501 (c) 3 nonprofit research and education organization focusing on assessments, training methodologies and curricula development, which provide HeartMath educational programs and products to people of all ages and walks of life, including those who cannot afford them.

Dedicated to teaching the principles of heart-based living around the world, IHM promotes global coherence by inspiring people to connect with the intelligence and guidance of their hearts. Their constituents include schools, community service organizations, prisons, military families and veterans. IHM also performs grant writing and fundraising to support its research and education initiatives and earns a profit on sales of products to its membership.

Their research has been published in numerous peer-reviewed journals, including *American Journal of Cardiology, Stress Medicine, Preventive Cardiology, Journal of the American College of Cardiology, Integrative Physiological and Behavioral Science* and *Alternative Therapies in Health and Medicine.*

The institute licenses its research-based training methodologies to [Quantum Intech Inc.](http://www.quantumintech.com) and Quantum Intech's operating company, [HeartMath LLC](http://www.heartmath.com), to deliver programs to multiple markets that include corporate wellness and personal development initiatives, health-care systems, health professionals, general consumers and channel affiliates in these markets.

The companies' exclusive license agreement has minimum performance requirements and guarantees the nonprofit Institute of HeartMath annual annuity revenue. HeartMath LLC provides approximately five percent of its revenues, discounted products and pro bono services to the institute.

The HeartMath companies give individuals and organizations the opportunity to share in their collective mission through investment, licensing and purchase of HeartMath products and services; and by donating to IHM, becoming a member and sponsoring its programs for the underserved.

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