



promoting heart health through sport & community

14 October 2024

Heartbeat of Football Foundation Welcomes Mark Falvo to Its Board of Directors

We are delighted to announce that Mark Falvo, an esteemed football executive, has joined the Heartbeat of Football Foundation's Board of Directors. With a distinguished career that includes leadership roles such as Chief Operating Officer and Deputy General Secretary at Football Australia, Mark's wealth of experience will be instrumental in advancing our mission to promote heart health and well-being in sporting communities across Australia and beyond.

Mark brings over two decades of football administration experience, during which he played a key role in shaping Football Australia's strategic vision, operations, and international relations. His leadership extended beyond the pitch, supporting numerous community and health initiatives—making him a perfect fit for the Heartbeat of Football Foundation's values and goals.

Reflecting on his appointment, Mark expressed, "It is a great honour to be invited to join the board of Heartbeat of Football Foundation—an invitation I am excited to accept. There can be no more noble or important cause than saving lives, and that's exactly what the Foundation has been doing for nearly 10 years. I look forward to contributing my expertise in governance and government, along with my 16 years of experience in football and sport, to extend the reach of the Foundation's #HeartHealthMatters programs across the nation's sporting community—and, ultimately, to help save more lives on the field."

Andy Paschalidis, Founder & CEO of the Foundation, shared his enthusiasm about Mark's appointment: "As our charity continues to grow and expand its programs across all sports and the wider community, Mark's extensive experience, expertise, and networks will enhance our impact. With his leadership, we are confident that we'll make meaningful strides towards achieving our goals and creating a lasting impact in the community."

For interview/enquiries

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Pic (L-R): Nick Plataniotis (HOF Director), Mark Falvo signing Board Appointment documents



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Pic2 (L-R) : Nick Plataniotis (HOF Director), Mark Falvo and Andy Paschalidis (HOF Founder & CEO)



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Pic 3: Andy Paschalidis (HOF Founder & CEO) welcomes Mark Falvo to the Board



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ABOUT HEARTBEAT OF FOOTBALL FOUNDATION LIMITED

Promoting heart health through sport

Heartbeat of Football Foundation, a not-for-profit organisation, was established in early 2016 by media personality and football enthusiast Andy Paschalidis as a direct result of cardiac arrest events on the football field.

The Foundation promotes healthy hearts in sport via:

- **Awareness & Education:** player, participant & community programs;
- **Prevention:** minimisation of health risks through simple screening checks; and
- **Action:** "rescue-ready" defibrillators at all sporting fields across Australia and CPR/AED education and training.

The Foundation is focused on reducing the number of cardiac events through proactive testing and the promotion of defibrillators at sporting grounds across Australia.

Our goal is simple: zero heart-related deaths at sporting grounds in Australia.

Our charity is about helping **build stronger, healthier, happier, and safer communities**, by raising awareness about heart health issues; encouraging people to make positive health choices and raising funds to support life-saving heart research. Supporting communities to be Informed. Empowered & Supported in tackling heart health together!

Why Sport

Sport acts as a catalyst for community development, that brings communities together, builds character, drives social change (Integration & inclusion), inspires future generations, and promotes a healthy lifestyle.



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The Foundation operates under a dual-brand model - Heartbeat of Football (HOF) and Heartbeat of Sport (HOS).

