

## NEWS

# 'Every heartbeat counts': Utica medical institute ad lands in Super Bowl game program

**Edward Harris** Observer-Dispatch

Published 5:11 a.m. ET Feb. 10, 2023

Utica will have representation at Super Bowl LVII this Sunday in Glendale, Arizona when the Kansas City Chiefs take on the Philadelphia Eagles.

The Masonic Medical Research Institute (MMRI), which has called Utica home since 1958, announced Thursday it will have an ad in the official print program for the big game.

The program will be handed out to everyone that attends the Super Bowl.

“We’re excited and proud to represent Utica and the community of Central New York in this way,” said Maria Kontaridis, Ph.D., executive director, Gordon K. Moe Professor and chair of Biomedical Research and Translational Medicine at the MMRI, in a statement.

The institute lists its three areas of focus as cardiovascular, autoimmune, and neurocognitive disorders. Its science team is specifically working to advance and combat the causes of heart failure, diabetes, lupus and autism.

The full-page ad depicts a human heart, with the following message, "Every heartbeat counts." It also tells readers MMRI was “pivotal” in the development of the pacemaker and defibrillator.

Heart issues have been at a large topic of conversation in the NFL after Buffalo Bills safety Damar Hamlin suffered a cardiac arrest on the field Jan. 2 in a game against the Cincinnati Bengals.

The MMRI’s Super Bowl ad is part of a fundraising campaign for medical research and MMRI's expansion, and the institute created a web link specifically for Super Bowl fans to donate: [mmri.edu/sb/](https://mmri.edu/sb/).