



**heart**stories  
press kit



## the Vision

Despite outward appearances, happy faces and cheerful Facebook updates, many women don't feel quite so put together on the inside. We rush through our fast-paced lives striving to be great at everything, while inside we're plagued with doubts, struggling to appreciate the truth about who we are. We worry about the lines on our faces and the few extra pounds on our thighs. We worry we're not a good enough parent or partner. We worry we're not smart enough, sexy enough, young enough or successful enough.

The truth is, when these thoughts continue playing on loop in our minds, they keep us frozen, preventing us from growing into the strong, courageous women we are meant to become. These stories we believe about ourselves inhibit us from being the mothers, wives, friends, and leaders we want to be.

But, we aren't talking about it.

We carry on with our busy lives and our picture perfect updates, convinced that no one else is dealing with the same things. We push even harder to do it all better, never stopping to connect and get honest, even with our closest friends.

At HeartStories, we believe there is a better way. Founded on the idea that women thrive in the context of supportive, authentic relationships with one another, we are paving the way to empower women to replace the noise in our minds with truth and love.

**It's Time for a New Story.**

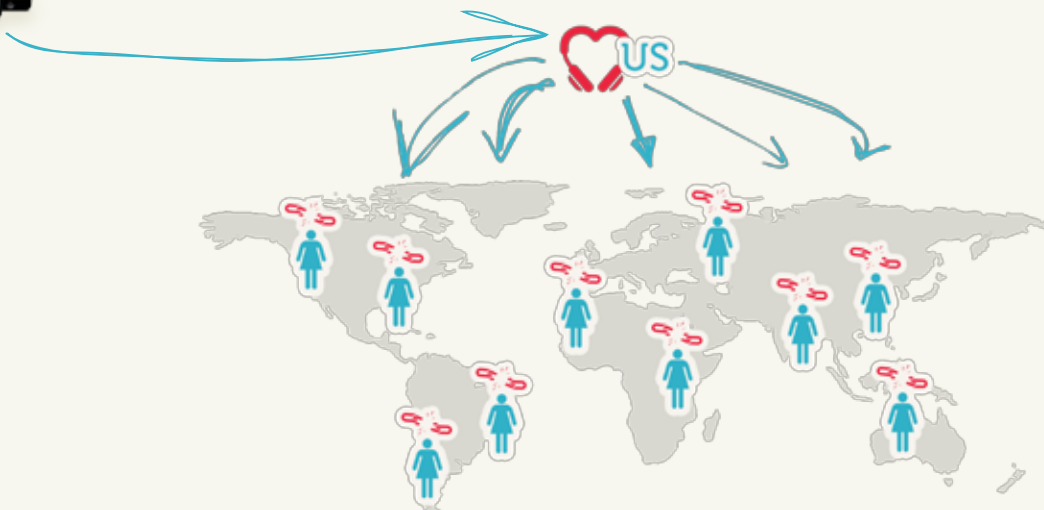
## the Mission



At HeartStories we believe we can replace the noise by sharing our stories and getting honest about what's really going on in our lives. In doing so, we free ourselves to begin writing truer stories and truly enjoying our lives.

**But our mission doesn't stop there.**

HeartStories supports organizations **committed to ending human trafficking** in all it's forms. As you engage with the HeartStories community, you're not only helping write a better story for yourself and those around you, you're helping write a better story for all people. By joining HeartStories, you become part of a bigger story, **changing lives around the world.**





## the Plan

By bringing awareness to the fact that we are all in this together and pioneering new ways to interact with one another, we are changing the way women live, love, and think. And we might just **change the world along the way**.

We're currently accomplishing this in three ways.

First, we're **creating awareness** about the self-limiting stories women often rehearse via our online community. HeartStories followers are open, committed, engaged, and ready for a change in their own lives and the lives of those around them. This has materialized in the explosion of our Facebook community and the heightened anticipation of the launch of our app.

Second, we're committed to creating fun, innovative, and enjoyable ways for women to begin to cultivate their true HeartStories on a daily basis.

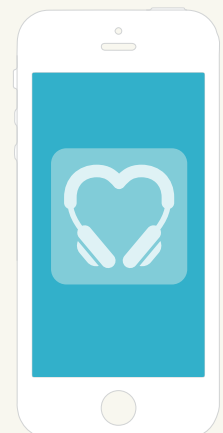
We've **created an app** that gives women an extremely practical way to connect with only their core group of friends (10 or less). The app provides a platform for women to touch base on an authentic level about how they're really doing, not just the picture perfect storylines we've grown accustomed to in social media. Keeping the interaction authentic, quick, and simple offers women connection that fits into their daily lives without the temptation to get sucked in to the social media black hole of reading stories and updates about people who aren't in their core group of friends. For the first time, women can keep a finger on the pulse of their closest girlfriend's lives without missing a beat... because it can't wait until the next girl's night.

Third, we're hosting our first live experience in February. **The HeartStories Summit** is an unforgettable day for women to begin to transform their stories together that coincides with the launch of our new app. This unique experience includes interactive workshops with presenters ranging from a renowned psychologist to a friendship expert and culminates in an afterparty and concert.

1 awareness



2  
the app



3  
the event



*the*  
**heart**stories  
*Summit*



## the Founder



Crystal Gornto,  
Chief Love Amplifier at  
[HeartStories.com](http://HeartStories.com)

Crystal Gornto knows what it's like to get caught up in the busyness of life, striving to be great at everything, while often believing that you're not doing any of it well. Crystal was surprised to discover how many other women experience this and just aren't talking about it. Understanding how the stories we believe about ourselves affect all of the choices we make and ultimately impact everyone around us, she was compelled to do something. Convinced that there was a better way for women to live, she left her corporate job to create HeartStories.

Crystal holds a degree in Psychology and is married to Scott Gornto, a Licensed Marriage and Family Therapist. She is no stranger to understanding the hard work involved in transforming our personal stories. In fact, it's precisely that dread of the emotional 'hard work' that drives Crystal's determination to create fun, innovative, and enjoyable ways to help women thrive in the midst of our hectic lives.

## the Board of Directors



Dennis Cagan,  
Presiding Director



Nancy Fares



Keith Jacobs



Rick Gornto

## the Team

Powered by a band of believers who are inspired by Crystal's passion and her vision, a team of talented thinkers, doers and creators has come together to collaborate and support the HeartStories mission by bringing a life, mind and heart-changing app to the world:



Amber McCue,  
COO



Michelle Meals,  
Marketing & Communications



Michelle James,  
Advisor



Starr Million Baker,  
PR Director



Austin Pray,  
Web Developer



Elisabeth Landry,  
Event Planning & Management



Bethany Sexton,  
Graphic Designer



Alison Monday,  
Web Designer,  
Developer + Support System



## the Believers

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We've had some buzz, both in media outlets and online. Fueled by viral content and some positive press in outlets like the Huffington Post and the Dallas Morning News, our community has grown by 4787% and multiplied by over 50 times since June 2013. In addition to our community growth, our audience remains engaged with more than 11,000 people seeing our content on a regular basis. Our most popular content was liked 265,348 times, shared 202,352 times and commented on by 5,146 people. A total of 472,847 likes, comments and shares. We've just kicked off our "What I See In You" campaign and the community has embraced wholeheartedly the challenge of telling the women in their lives all of the wonderful things about them.

### Fan Page

<https://www.facebook.com/replacethenoise>

### Press Release

<http://www.businesswire.com/news/home/20130731005501/en/HeartStories-Launches-MoolaHoop-Kickstarter-Female-Entrepreneurs>

### Ink

[http://www.ink-pr.com/2013/07/replace-the-noise-hear-love-with-heartstories/?utm\\_source=rss&utm\\_medium=rss&utm\\_campaign=replace-the-noise-hear-love-with-heartstories](http://www.ink-pr.com/2013/07/replace-the-noise-hear-love-with-heartstories/?utm_source=rss&utm_medium=rss&utm_campaign=replace-the-noise-hear-love-with-heartstories)

### PandoDaily

<http://pandodaily.com/2013/08/07/intimacy-is-coming-back-to-social-for-women-at-least/>

### 4wordwomen

<http://www.4wordwomen.org/blog/2013/08/intimacy-theres-an-app-for-that/>

### Helen Hunter Mackenzie

<http://www.helenhuntermackenzie.com/hhm-blog/2013/8/16/ever-get-tired-of-having-a-pretend-life-on-face-book-heres-so.html>

### Erin Giles

<http://www.eringiles.com/2013/08/21/corporate-to-crowdfunding-how-crystal-gornto-followed-her-heartstory-why-she-wants-to-change-yours/>

### Socializewize

<http://www.socializewize.com/heartstories>

### Huffington Post

[http://www.huffingtonpost.com/2013/09/09/heart-stories\\_n\\_3880992.html](http://www.huffingtonpost.com/2013/09/09/heart-stories_n_3880992.html)

### Dallas Morning News

<http://www.dallasnews.com/business/small-business/20130918-dallas-based-moolahoop-helps-women-raise-business-startup-money-via-crowdfunding.ece>





# heartstories

REPLACE THE NOISE. HEAR LOVE.

## Art

### Short film:

<http://youtu.be/agubmWQBAuc>



### Logos:

A, B: <https://drive.google.com/file/d/0B1fkbBim3We6RWRkRkJVUklpdE0/edit?usp=sharing>

C: <https://drive.google.com/file/d/0B1fkbBim3We6WjhGX21UQlhORzg/edit?usp=sharing>

A: primary logo



B: icon only



C: event logo



### Images:

A: <https://drive.google.com/a/heartstories.com/file/d/0B5wBE4MctXqNV2FrNHdoUi1nTWc/edit?usp=sharing>

B: <https://drive.google.com/a/heartstories.com/file/d/0B5wBE4MctXqNUIVCX1QtTkhrMWs/edit?usp=sharing>

C: <https://drive.google.com/a/heartstories.com/file/d/0B5wBE4MctXqNSUdqQXFkNjIhVGs/edit?usp=sharing>



A



B



C

### Headshots:

A: <https://drive.google.com/a/heartstories.com/file/d/0B5wBE4MctXqNV3IIQUp1T0JRM2c/edit?usp=sharing>

B: <https://drive.google.com/a/heartstories.com/file/d/0B5wBE4MctXqNZXdzVzdCX19Xejg/edit?usp=sharing>

C: <https://drive.google.com/a/heartstories.com/file/d/0B5wBE4MctXqNVDVma3FuaW1PbTQ/edit?usp=sharing>



A



B



C



**heartstories**

REPLACE THE NOISE. HEAR LOVE.

contact information

## Let's Get In Touch

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Hang out with us: Facebook, Twitter, YouTube, Pinterest



Share some love: [connect@heartstories.com](mailto:connect@heartstories.com)

Press and PR: [heartstories@Ink-pr.com](mailto:heartstories@Ink-pr.com)