

Accredited Media Inquiries Only:

Leslie Holland, American Heart Association
214-706-1438; leslie.holland@heart.org

Susan Cadrecha, Edelman
212-704-8118; susan.cadrecha@edelman.com
Note: Vendor or solicitation calls will not be returned



Go Red For Women® and Cheryl Hines Ask Women to Make It Their Mission To Fight Heart Disease
Women Nationwide Telling 5 to Take Action Against Their No. 1 Killer

(DALLAS, Feb. 4, 2011) – Heart disease is still the No. 1 killer of women. This means mothers, sisters and friends are dying at the rate of one per minute because they don't know that heart disease kills. That's why the American Heart Association's Go Red For Women® movement is asking women to Make It Their Mission to fight heart disease by Telling 5 women they love that they want them to live. This year, Cheryl Hines, Go Red For Women spokesperson is Making It Her Mission to fight heart disease this National Wear Red Day, Friday February 4th, 2011.

"Heart disease is no laughing matter. After my father suffered a massive heart attack, I realized just how serious heart disease can be," said Hines. "I'm taking action to build a more heart-healthy lifestyle for me and my daughter -- and I encourage others to do the same. Just by Telling 5 women you love about their risk, we can save lives."

On National Wear Red Day, Go Red For Women will be selecting 5 women who are Making It Their Mission to save the lives of 5 women they love. It is Go Red For Women's hope that 5 women will become 25, then 125 and so on, empowering women nationwide to save lives.

"Eighty percent of cardiac events in women may be prevented, if they make the right choices for their hearts, involving diet, exercise and abstinence from smoking," said Dr. Jennifer Mieres, cardiologist and Go Red For Women spokesperson. "This is why it is so important that women talk to one another about their No. 1 killer."

Finding 5 to Tell 5

Cheryl Hines, will kick off the search for 5 at the national Go Red CONNECT event at Macy's Herald Square in New York City, and additional Go Red CONNECT events will be held across the country throughout the month of February. Women who share their stories have the chance to become a spokesperson for the cause – representing Go Red For Women in marketing materials, at events, and on GoRedForWomen.org.

The New York City Go Red CONNECT event will be held on February 4th, 2011, at Macy's Herald Square in New York City from 10:00 a.m. to 3:00 p.m. EST on the 8th floor. Highlights include an appearance by Cheryl Hines, Go Red For Women celebrity spokesperson. Complimentary activities include heart wellness coaching, Zumba® demonstrations, personality quizzes to determine the best way for women to "Go Red," a video booth to record personal Tell 5 messages to share with family and friends and exclusive Macy's giveaways. Visit GoRedForWomen.org for information about local Go Red CONNECT events and for more information about how women can Make It Their Mission to fight heart disease.

Make a Difference

Represent women everywhere by wearing red on National Wear Red Day Friday, February 4th. Join thousands of other mothers, sisters and friends, as well as television personalities and news anchors by taking action in the fight against heart disease. Women can "Go Red" by wearing a red dress, red t-shirt or even red lipstick. Register for a free red dress pin at GoRedForWomen.org or the [Go Red Facebook page](#).

Go Red For Women also invites women to take action through donations to the cause. Almost 40 percent of funds raised through Go Red For Women is spent on public health education, more than 20 percent is spent on research, and 12 percent is allocated to health care professional education.

For more information about Go Red For Women, the Go Red CONNECT event or National Wear Red Day, please visit GoRedForWomen.org.

Go Red For Women is nationally sponsored by Macy's and Merck & Co., Inc.

About Go Red For Women

Go Red For Women is the American Heart Association's solution to save women's lives. With one out of three women still dying from heart disease, we are committed to fighting this No. 1 killer that is preventable. GoRedForWomen.org, a premier source of information and education, connects millions of women of all ages and gives them tangible resources to turn personal choices into life-saving actions. We encourage women and the men who love them to embrace the cause. For more information please visit GoRedForWomen.org or call 1-888-MY-HEART (1-888-694-3278). The movement is nationally sponsored by Macy's and Merck & Co., Inc.

About the American Heart Association

The American Heart Association is the nation's oldest and largest voluntary health organization dedicated to fighting heart disease and stroke. Our mission is to build healthier lives by preventing, treating and defeating these diseases – America's No. 1 and No. 3 killers. We fund cutting-edge research, conduct lifesaving public and professional educational programs, and advocate to protect public health. To learn more or join us in helping all Americans, call 1-800-AHA-USA1 or visit americanheart.org.

Consumer Inquiries:

The American Heart Association
1-800-AHA-USA1; or visit americanheart.org

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