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**Go Red For Women® and Jennie Garth Ask Women to Speak Up About Their No. 1 Killer**

Women Across the Country to Join the Conversation about Heart Disease at National Casting Call Event

(DALLAS, Feb. 3, 2010) – Too many women die each year because they are unaware that heart disease is their No. 1 killer. Right now, one in three women die of cardiovascular disease and 90 percent of women have one or more risk factors for developing heart disease in the future. On February 5, the American Heart Association's Go Red For Women® movement is launching a nationwide call for stories and inviting women to Speak Up about heart disease. Jennie Garth, actress and Go Red For Women spokesperson, will kick off the national casting call at Macy's Herald Square in New York City. Additional casting call events will be held in more than 25 cities across the country.

“After learning of my own heart condition and losing my father to heart disease, I know how important it is to speak up about this silent killer,” said Jennie Garth, actress and heart health advocate. “Too many women remain unaware. We must spread the word to our friends, family and community about how to make the right choices every day. You can truly save lives with the power of your very own voice.”

Go Red For Women is looking for women to share their heart stories and the choices they make to live a heart-healthy lifestyle, empowering others by example. 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, on [GoRedForWomen.org](http://GoRedForWomen.org) and possibly in a national television special about women and heart disease.

“Heart disease can be prevented. In fact, research shows that 80 percent of cardiac events in women are linked to poor choices, involving diet, exercise and smoking. Women must make the right choices to change this statistic,” said Nieca Goldberg, M.D., Go Red For Women spokesperson and medical director of New York University’s Women’s Heart Center. “We must speak up and spread the word in order to motivate women to make lifesaving and heart-healthy choices.”

**Casting Call Information**

The New York City casting call event will be held on February 5, 2010, at Macy's Herald Square in New York City from 10:00 a.m. to 7:00 p.m. EST on the 8<sup>th</sup> floor. Highlights include:

- Appearance by Jennie Garth, Go Red For Women celebrity spokesperson
- Appearance by Melissa Marty, Nuestra Belleza Latina 2008 winner and Go Red Por Tu Corazón spokesperson
- Merck exercise bands and tips from fitness expert and media personality Andrea Metcalf
- Exclusive Macy's prize giveaways
- Go Red giveaways for everyone who joins the movement!

For more details on local casting call events or to join the conversation online, visit [GoRedForWomen.org](http://GoRedForWomen.org).

### **Speak Up by Wearing Red**

Help bring a voice to the silence by wearing red on National Wear Red Day Friday, February 5. Join thousands of other women, television personalities, news anchors and even national monuments by speaking up about 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](http://GoRedForWomen.org).

For more information about Go Red For Women, the casting call or National Wear Red Day, please visit [GoRedForWomen.org](http://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 largely 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**

Founded in 1924, we're the nation's oldest and largest voluntary health organization dedicated to building healthier lives, free of heart disease and stroke. To help prevent, treat and defeat 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](http://americanheart.org).

#### **Consumer Inquiries:**

The American Heart Association  
1-800-AHA-USA1; or visit [americanheart.org](http://americanheart.org)

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