

Accredited Media Inquiries Only:

Megan Lozito, American Heart Association
214-706-1359; Megan.Loizito@heart.org

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

Carey Uxa, Edelman
312-240-3392 ; Carey.Uxa@edelman.com

Note: Vendor or solicitation calls will not be returned

Consumer Inquiries:

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



Go Red For Women® and Jennie Garth Help Women Speak Up to Live Healthier Lives

Go Red BetterU Helps Improve Total Health

(DALLAS, June 1, 2010) – Heart disease is the No. 1 killer of women in the U.S., taking the life of one in three women – almost one woman every minute. However, research shows that 80 percent of cardiac events in women are linked to poor choices, involving diet, exercise and smoking. That's why the American Heart Association's Go Red For Women® is helping women Speak Up for their hearts and change this statistic by offering a free online 12-week makeover, Go Red BetterU.

Actress and Go Red For Women spokesperson, Jennie Garth, can truly speak from the heart on the subject of heart disease, after losing her father and learning of her own heart condition. "Making the right choices for my heart isn't always easy, but my family history of heart disease has inspired me to live a better life for myself and my daughters," she said. "Go Red BetterU isn't about fad diets or trends, it helps busy women, like me, learn the skills to easily build healthier and better lives for ourselves and our families."

Powered by the science of the American Heart Association, Go Red BetterU provides guidance to help women transform their overall health through small, simple choices. Go Red BetterU gives women an opportunity to Speak Up and achieve a noticeably better state of well-being and heart health in just 12 weeks. Choose to be a BetterU at GoRedForWomen.org.

Better Lifestyles, Stronger Hearts

"Research shows that 90 percent of American women have one or more risk factors for developing heart disease," said Jennifer H. Mieres, M.D., Go Red For Women spokeswoman and director of Nuclear Cardiology at New York University. "It is imperative that women start making healthy choices, no matter how small or simple, to reduce their risk and beat heart disease."

Making Better Easier

It's no secret that making lifestyle changes can be a challenge, but Go Red For Women has designed BetterU to be easy-to-use and accessible for today's busy woman. To help keep women on track, there's the Go Red BetterMe Coaching Tool, a personalized online companion to the BetterU program. To help women achieve their long and short term personal health goals, the tool includes daily reminders and tips, interactive videos from real women and a personalized journal.

BetterU gives women guidance to make over their total health through small simple choices and tips, such as:

- Each woman's body is unique, and each woman has her own health concerns. Don't compare yourself to others. Aim for your best health.
- Stock your purse for heart health: chewing gum, fruit or fruit cup and granola bar or trail mix are good options.
- No time for exercise? Break up your activity into 10 -15 minute sessions.

Go Red BetterU is free and accessible 24/7 at GoRedForWomen.org. Further, the BetterMe Coaching Tool is downloadable to computer desktops, blogs and even iGoogle personalized homepages.

For more information about Go Red For Women, the Go Red BetterU program or to download the Go Red BetterMe Coaching Tool, please visit GoRedForWomen.org.

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

The Go Red BetterMe Coaching Tool is nationally supported by Ocean Spray.

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.

###