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Go Red For Women and NBC Team Up to Help Women “Choose to Live”

Andie MacDowell and Hoda Kotb Join the American Heart Association's
Fight Against the No. 1 Killer of Women

(DALLAS, Sept. 9, 2009) – Research shows that 80 percent of cardiac events in women could be prevented if women make the right choices for their hearts, involving diet, exercise and abstinence from smoking. That's why the American Heart Association's Go Red For Women is teaching women across the country how to make small – yet life-saving – choices for their hearts in a new 30-minute NBC television special, “Go Red For Women Presents – Choose To Live!” The special, featuring Andie MacDowell and hosted by Hoda Kotb, aims to inspire women to take action by highlighting the personal stories of women choosing to beat heart disease.

Last February, Go Red For Women held a nationwide casting call to find women who are choosing to live better. From the hundreds of stories submitted during the call, nine women were selected to be the 2009 Go Red Women, one of whom joined Andie MacDowell to share the life-saving choices she made for her heart in “Go Red For Women Presents – Choose To Live!”

“As I celebrate life, I can't help but think how young my mom was when she died of a heart attack at 53. My mom didn't get to meet her grandchildren, but I'm determined to watch mine grow up,” said Andie MacDowell, actress and Go Red For Women supporter. “Right now, one in three women die of heart disease, but we can choose to beat it, using the tools and support provided by Go Red For Women.”

In addition to Andie MacDowell, viewers will hear from registered dietician, Samantha Heller, to provide heart-healthy eating tips, expert cardiologist, Dr. Susan Bennett, and real women choosing to beat heart disease.

“Cardiovascular disease takes the life of nearly one woman every minute, yet we can prevent death and disability by adding a few minutes of healthy activities each day,” said Susan Bennett, M.D., Go Red For Women spokesperson and Professor of Medicine at George Washington University Medical Center. “I encourage women to start with small, simple choices when it comes to their heart-health. ‘Go Red For Women Presents – Choose To Live!’ will educate and empower women to choose to build a better life for themselves and their communities.”

“Go Red For Women Presents – Choose To Live!” premieres on NBC in national syndication beginning in September and on MSNBC on September 12 at 12:00 p.m. EST. Visit www.GoRedForWomen.org for local listings.

2009 GO RED WOMEN

The 2009 Go Red Women were selected to inspire women to live a healthier life through their compelling stories of choice. Go Red For Women hopes that by meeting real women who have turned their personal choices into life-saving actions, women will encourage others to speak up about heart disease and empower themselves to live better.

The 2009 Go Red Women include:

- Survivors
 - Andrea – A 35-year-old pregnant woman who ignored her symptoms for hours before she realized she was having a heart attack.
 - Gloria – A busy mother whose choice to listen to her body and heart saved her life.
 - Jenna – A 23-year-old bride-to-be who faced risk of heart failure alone while her fiancé was in Iraq.
 - Rolanda – A heart attack survivor who learned how to make healthy lifestyle choices during times of stress and thrive.
- Women with a Family History of Heart Disease
 - Vickie – A daughter determined to not let her family's heart history shape her own.
 - Gail – A mother at risk for heart disease whose daughter's pleas led her to take charge of her health and change her life.
 - Maria – A Latina mother and wife dedicated to erasing heart disease from her family history and building a healthier life for her family.
- Heart-Health Activists
 - Yuki – A daughter whose father's heart transplant transformed their relationship from torn apart to treasured.
 - Jennifer – An inspiring woman who loved her heart enough to change her unhealthy lifestyle and mindset.

To meet the 2009 Go Red Women and learn how you can choose to live better, visit www.GoRedForWomen.org.

NO. 1 KILLER OF WOMEN

Over 41 million American women are living with one or more types of cardiovascular disease, yet only one in five women view heart disease as their greatest health threat.

Other alarming heart health statistics from the American Heart Association include:

- **One in three** women have one or more types of cardiovascular disease.
- More women die of cardiovascular disease than the **next five causes of death combined, including cancer**.

CHOOSE TO SPEAK UP

Heart disease is largely preventable, we simply have to choose to act. Regardless of gender, race or family history, every woman can speak up for her heart and choose to live.

- **CHOOSE TO GO RED.** Research shows that women who Go Red are more likely to make better choices. As a result of joining Go Red:
 - More than 40 percent have lost weight
 - More than half have increased their exercise
 - Six out of ten have changed their diet
 - 53 percent have checked their cholesterol levels
 - A third have investigated their heart-health family history or talked to their doctor about their personal heart risk
- **BE A BETTERU.** Go Red BetterU is the free, 12-week online makeover that can save your life. Choose to be a BetterU at www.GoRedForWomen.org.
- **CONNECT:** Join Go Red For Women to share your healthy choices and connect with women who are speaking up for women's heart health nationwide at www.GoRedForWomen.org.
- **GET INVOLVED:** Contact your local Go Red For Women chapter. Go to www.GoRedForWomen.org for details on how you can get involved.
- **ASK THE EXPERT:** Get your questions answered by an American Heart Association expert at www.GoRedForWomen.org.

For more information about Go Red For Women, "Go Red For Women Presents – Choose To Live!" or to meet the 2009 Go Red Women, please visit www.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 premiere 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.

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