

**Accredited Media Inquiries Only:**

Megan Lozito, American Heart Association  
214-706-1359; [Megan.Loizito@heart.org](mailto:Megan.Loizito@heart.org)

Allie Holmes, Edelman  
212-819-4820; [Allie.Holmes@edelman.com](mailto:Allie.Holmes@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](http://americanheart.org)



## **Go Red For Women® Hosts Casting Call to Beat No. 1 Killer of Women with Celebrity Supporter Andie MacDowell**

*Women across America invited to share their heart-healthy lifestyle choices*

(DALLAS, Feb. 4, 2009) – Women face choices every day. Some choices aren't important, while others are life changing. Heart disease is the No. 1 killer of women in the U.S., yet research shows that eighty 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 on February 6, 2009, National Wear Red Day, the American Heart Association's Go Red For Women® movement is launching a nationwide search for women who have turned their personal choices into life-saving actions. Actress Andie MacDowell will help kick off the search at the second annual national casting call at New York City's Grand Central Terminal.

Go Red For Women is looking for compelling stories of choice to help ignite action and inspire others. Women who share their stories have the chance to become spokeswomen — representing the cause on [GoRedForWomen.org](http://GoRedForWomen.org), in media appearances, advertising, billboards, at events and possibly in a nationally televised special on women and heart disease, airing on NBC in the fall of 2009.

"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."

### **The Importance of Heart-Healthy Choices**

"Choosing to ignore your heart health may not seem life changing today, but more women die of cardiovascular disease than the next five causes of death combined, including all forms of cancer," said Jennifer H. Mieres, M.D., Go Red For Women spokeswoman and director of Nuclear Cardiology at New York University. "Heart disease is largely preventable if women choose to act, and our research shows that women who 'Go Red' are very likely to make new potentially life-saving choices."

Alarming heart health statistics include:

- Cardiovascular disease kills more than 450,000 women each year, which is about one every minute.
- Only 1 in 5 women believe that heart disease is her greatest health threat.
- Sixty-four percent of women who die suddenly of coronary heart disease have no previous symptoms.

### **Casting Call Information**

The New York City casting call event will be held on February 6, 2009, in Grand Central Terminal's Vanderbilt Hall®. Auditions will be held from 7:30 a.m. to 3:00 p.m. EST. Highlights include:

- Appearance by Andie MacDowell, Go Red For Women celebrity supporter
- Expert stylists from Macy's showing women how to 'Go Red' with the latest makeup and accessories
- Complimentary health screenings provided by Merck & Co. Screenings will include: total cholesterol, blood pressure, and Body Mass Index (BMI), allowing women to learn their critical health numbers.

- Display of the red dress design finalists from the Macy's and American Heart Association Fashion Institute of Technology (FIT) Red Dress Competition
- Opportunity to support Go Red For Women and take the Go Red Heart CheckUp
- Exclusive Go Red giveaways and more!

In addition to the national event in New York City, local Go Red For Women casting calls will be hosted in more than 50 other cities across the country. For more details on local events or to submit your story online, go to [GoRedForWomen.org](http://GoRedForWomen.org).

### **Choose to Wear Red on National Wear Red Day**

The casting call is not the only way for women to show support for Go Red For Women. On February 6, 2009, women across the country are encouraged to wear red – whether it is a red dress, a red t-shirt, a red dress pin or red lipstick. Join thousands of other women, television personalities, news anchors and even national monuments, like the Empire State Building, to show the world you passionately support the American Heart Association's movement to save women's lives.

To thank you for your support, Macy's is offering an all-day in-store savings throughout the store from Wednesday, Feb. 4 through Sunday, Feb. 8 to shoppers wearing red. Shoppers not wearing red will be able to purchase a red dress pin for \$2 and receive the savings. Macy's will donate 100% of the pin proceeds to Go Red For Women.

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

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