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Go Red For Women and NBC Local Media Join to Tell the Untold Stories of Real Women and Heart Disease

Marie Osmond and Hoda Kotb Help the American Heart Association Fight Women's No. 1 Killer

(DALLAS, Sept. 16, 2008) – On September 20, the American Heart Association's Go Red For Women is bringing the real faces of women and heart disease into living rooms across the country in a new 30-minute NBC television special, "Go Red For Women presents - Untold Stories of the Heart." The special will air on NBC's ten owned-and-operated stations (check your local listings for various times). For every heart, there is a story. Unfortunately, these stories often go untold because women lack awareness of their risk factors and an understanding of the choices they can make to prevent heart disease. This fall, those stories will be told.

Last February, Go Red For Women hosted an open casting call to select real women at the heart of Go Red to represent the many faces of heart disease. More than 700 women responded to the casting call, and this fall, two of these incredible women will join Marie Osmond and host, Hoda Kotb, to share their stories of awareness, prevention, survival and support in "Go Red For Women presents - Untold Stories of the Heart."

"Go Red For Women's 'Untold Stories of the Heart' provided me with an opportunity to honor my mother and my grandmother, both of whom I lost to heart disease," said Marie Osmond. "By telling our stories, we want women to realize they have the choice to prevent heart disease in their own lives and the lives of their friends and families. I encourage every woman to tune in. These are stories you won't want to miss."

In addition to Marie Osmond, viewers will hear from these casting call finalists:

- Theresa – A mother of two who bid a tearful goodbye to her daughters after her undiagnosed symptoms led to a nearly fatal heart attack.
- Stephanie – This young woman's unexpected brush with heart disease kick-started an active lifestyle.

"More than 42 million American women are living with one or more types of cardiovascular disease," said Jennifer H. Mieres, M.D., Go Red For Women spokesperson and director of Nuclear Cardiology at New York University. "If women do not believe they are at risk, they are not likely to take preventative action, putting them at even greater risk. 'Untold Stories of the Heart' will not only educate women about their risk, but give them tools to make healthy choices."

"Go Red For Women presents - Untold Stories of the Heart" premieres on NBC on September 20. Visit www.GoRedForWomen.org to find local listings.

WOMEN AT THE HEART OF GO RED

Through the first-ever national casting call, nine finalists were selected to represent the dynamic cause. They are mothers, sisters, daughters and friends – united to raise awareness and take action against heart disease. It is the hope of Go Red For Women, that by telling their personal stories of prevention and survival, these women will inspire others to choose to reduce their own personal risk.

In addition to the women appearing in “Go Red For Women presents – Untold Stories of Heart,” casting call finalists include:

- Michelle – A 10-year survivor who Goes Red for her sister, who died too young of heart disease
- Gail – A heart transplant survivor determined to make a difference in honor of her heart donor
- Loraine – A daughter inspired to get active by her father's experience with diabetes
- Cathy – A Hispanic survivor determined to love and laugh after falling victim to heart disease in her 30s
- Patricia – A “miracle patient” who survived a heart attack after being clinically dead for one hour
- Debbie – A daughter resolved to save the lives of others, after she couldn't save her mom
- Tisha – A hypertension sufferer inspired to be an advocate in the African American community

To meet the women at the heart of Go Red and share your own healthy choices with the thousands of women who are Going Red, log on to www.GoRedForWomen.org.

NO. 1 KILLER OF WOMEN

More than 42 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 has some form of cardiovascular disease.
- Cardiovascular disease kills **approximately 460,000 women per year**, almost one per minute.
- More women die of cardiovascular disease than the **next five causes of death combined, including cancer**.

TAKE ACTION.

Heart disease is largely preventable. Regardless of gender, race or family history, every woman can choose to reduce her personal risk.

- **CHOOSE TO GO RED.** Research shows that women who Go Red are more likely to make healthy 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

- **SHOP GO RED SUPPORTERS.** On Saturday, September 20, Macy's stores nationwide will host a "Shop For A Cause" charity shopping day to benefit local and national charities, including the American Heart Association's Go Red For Women. Customers can purchase tickets for \$5 to receive an all-day savings pass toward select merchandise in-store and on macys.com on September 20. Macy's will donate 100 percent of the ticket proceeds to participating charities.

Join the thousands of women who are taking action to prevent heart disease at www.GoRedForWomen.org.

- **BE INFORMED.** Knowing your personal risk for heart disease is the first powerful, lifesaving choice you can make. Go to www.GoRedForWomen.org and take the Go Red Heart CheckUp for your 10-year personal risk assessment.
- **BE CONNECTED.** Share your story and connect with women like you who have a passion for women's health at www.GoRedForWomen.org.
- **BE INVOLVED.** Go to www.GoRedForWomen.org for details on how you can choose to take action today.

For more information about Go Red For Women, "Go Red For Women presents - Untold Stories of the Heart," "Shop for a Cause" or to read all of the stories at the heart of Go Red, please visit www.GoRedForWomen.org. Go Red For Women is nationally sponsored by Macy's and Merck & Co., Inc.

About Go Red For Women

Since 2004, Go Red For Women has captured the energy, passion and intelligence of women to work collectively to wipe out heart disease — the No. 1 killer of women. We want millions of women across America to take heart disease personally. Go Red For Women engages women and the men who love them to embrace the cause. Healthcare providers, celebrities and politicians also elevate the cause and spread the word about women and heart disease. For more information about Go Red For Women, please call 1-888-MY-HEART (1-888-694-3278) or visit GoRedForWomen.org. Go Red For Women is nationally sponsored by Macy's and Merck & Co., Inc.

About the American Heart Association

Founded in 1924, the American Heart Association today is the nation's oldest and largest voluntary health organization dedicated to building healthier lives, free of heart disease and stroke. These diseases, America's No. 1 and No. 3 killers, and all other cardiovascular diseases claim nearly 870,000 lives a year. In fiscal year 2006–07 the association invested more than \$554 million in research, professional and public education, advocacy and community service programs to help all Americans live longer, healthier lives. To learn more, call 1-800-AHA-USA1 or visit americanheart.org.
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About NBC Local Media

NBC Local Media is comprised of ten NBC owned-and-operated television stations reaching 27% of US TV households; the NBC Everywhere operation focusing on the growing Out of Home digital market; LX.TV, a content production company that produces lifestyle and cultural programming; and Skycastle Entertainment, an award-winning entertainment marketing and promotion company. Together, the NBC Local Media properties distribute NBC Universal content and produce local content for broadcast television, broadband networks, digital channels and numerous media outlets outside of the home. NBC Local Media is a division of NBC Universal.

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