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## Go Red For Women Cheers On Toni Braxton As She Dances Her Heart Out Spokeswoman Wears Dancing Shoes To Fight Heart Disease – the No. 1 Killer of Women

DALLAS – October 6, 2008 – The American Heart Association’s Go Red for Women cheers on national spokesperson Toni Braxton, as she competes on “Dancing With The Stars.” The Grammy-Award winning R&B vocalist is a passionate supporter of Go Red For Women because of her personal struggles with heart disease. “I am dancing to celebrate my own triumph over heart disease and raise the consciousness of America’s women that they have the power to beat our number one killer. We have the power to choose life.”

**WHAT:** **More women die of cardiovascular disease than the next five causes of death combined, including cancer**, yet studies show that only 21 percent of women view heart disease as their greatest health threat. That’s why Toni Braxton has teamed up with the American Heart Association’s Go Red For Women to provide knowledge and tools to help women make simple life-saving choices in their daily lives.

**WHO:** The winner of six Grammy Awards, Toni Braxton is a Billboard chart-topping singer and Broadway actress, selling over forty million records worldwide. For Dancing With The Stars, she teams up with season one champion, Alec Mazo, who returns for his fourth season. Toni has worked with the American Heart Association’s Go Red For Women as a national spokesperson since 2005.

**WHEN:** ABC’s “Dancing With The Stars” airs weekly on Monday and Tuesdays at 8/7 p.m. Central.

**WHY:** “More than 42 million American women are living with one or more types of cardiovascular disease,” said Nieca Goldberg, M.D., Go Red For Women spokesperson, author and medical director of the New York University Women’s Heart Program. **“Last year more than 460,000 women died of cardiovascular disease – that’s about one per minute.** It’s time women understand they are at risk and make healthier choices for themselves and their families.”

**Additional Information:** To learn about the American Heart Association’s Go Red For Women 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**

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](http://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](http://americanheart.org).

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