

Selecciones



**Reader's
Digest**

FOR IMMEDIATE RELEASE

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**SELECCIONES, READER'S DIGEST, THE AMERICAN HEART ASSOCIATION'S
GO RED FOR WOMEN AND MACY'S REACH HISPANIC WOMEN WITH
MESSAGE OF HEART HEALTH**

***Go Red de Corazón celebrates Hispanic Women and Heart
Health at a special event in Miami, FL***

Miami, FL – June 26, 2009 – *Selecciones*, the world's best-selling Spanish-language magazine, and *Reader's Digest* joined the American Heart Association's (AHA) Go Red For Women and Macy's, one of the nation's largest retailers, for a second consecutive year in the multi-platform awareness program, Go Red de Corazón. The program alerts Hispanic women to the threat of heart disease.

As part of its activities, a special event was held yesterday in Miami, Fla., to honor Hispanic women and heart health. Genevieve Marlin-Fernandez, *Selecciones*' Editorial Director, joined special guests, Ana Maria Canseco and Neida Sandoval, hosts of Univision's popular show, "Despierta America;" Dr. Isabel Gomez-Bassols, host of Univision Radio's show, "Dra. Isabel;" and AHA spokesperson Luz Marina Prieto, MD, Director of the Endocrinology Ambulatory Clinic JMH/Assistant Professor of the Clinical Medicine Division of Endocrinology, Diabetes and Metabolism at the University of Miami's Miller School of Medicine, to recognize Rosa Rosen, a heart-health advocate who is making a difference and working to improve heart health in her community, and Maria Negron, winner of the *Selecciones* reader engagement contest for a compelling story of women who are making heart-healthy choices and inspiring others with their actions. The event featured heart healthy appetizers by celebrity chef Daisy Martinez and culinary personality Maggie Jimenez.

Research shows that only 29 percent of Hispanic women know that heart disease is their No. 1 killer in the United States. Each year, cardiovascular disease kills approximately 455,000 women in the United States -about one every minute. "That's why the program educates Hispanic women about heart disease and empowers them to take action to reduce their personal risk, said Go Red For Women national spokesperson, Luz Marina Prieto, MD, Director of the Endocrinology Ambulatory Clinic JMH/Assistant Professor of the Clinical Medicine Division of Endocrinology, Diabetes and Metabolism at the University of Miami's Miller School of Medicine. "In our world, we take care of everyone else because our families are the focal point. But we have to begin to care for ourselves, so we can be there for the ones we love."

Go Red de Corazón reaches millions of Latinas with the message to take charge of their heart health. Information about risk factors for heart disease, prevention tips, a heart-health guide created just for Latinas and free recipes can be found at www.goredcorazon.org or by calling 1-800-AHA-USA1.

For the past 13 years, Rosa Rosen, the event honoree, has tirelessly campaigned within the Hispanic community of New York as a heart health advocate. She is the Director of Diabetes

Education and Training for the New York City Department of Health and Mental Hygiene. She left her career as a lawyer in order to dedicate herself to teaching others about diabetes and chronic diseases on a full-time basis after she was diagnosed with Type-2 diabetes and discovered that there was very little culturally-relevant information available for Latinos. She founded the Latino Education Project, a non-profit organization whose mission is to inform and educate the community about issues related to diabetes and chronic diseases. Later she launched, *Diabetes & Nutrition*, a bilingual newspaper that informs New York's communities of color about diabetes and cardiovascular health from a cultural perspective. Rosen also founded The Community Wellness Center for Diabetes & Hypertension, which promotes healthy and social activities for people living with diabetes and has expanded its services to the entire community. Under an Impact grant that she received from the American Heart Association, Rosen works on the "Beauty Secrets of the Heart: Women and Heart Disease" project and with other women visits beauty parlors to talk to other Latinas about heart issues, as well as the relationship between heart disease and diabetes and hypertension.

Honoree Maria Negron, a heart-attack survivor, was the winner of the *Selecciones* reader engagement contest in which readers submitted "heart-warming" stories about their mothers or other women influencers who had made a significant difference in their lives. She submitted a unique and compelling story. After surviving a heart attack, Negron changed her lifestyle adopting a healthy diet and incorporating exercise into her daily routine. She encouraged her children to participate in sports, ran marathons and walked to support her condition. At 53, Negron feels much more energized and healthier due to the changes in her lifestyle.

At the event, special guests Ana Maria Canseco, Neida Sandoval, Dr. Isabel Gomez-Bassols and Luz Marina Prieto shared their own stories and spoke on the importance of learning the risk factors and how to prevent heart disease.

Additional program elements of Go Red de Corazón included:

- A national audio news release with *Selecciones* editorial director, Genevieve Marlin-Fernandez and Go Red For Women spokesperson, Dr. Luz Marina Prieto
- A photo area on Go Red/Flickr site to view the Go Red de Corazon "red carpet" event
- A Heart healthy guide, sponsored by Macy's, featured information about risk factors for heart disease and prevention tips.
- Joint participation at a major health fair, where heart healthy literature was distributed to hundreds of attendees while Zumba dancing showed that physical activity can be fun.

"We are happy to partner again with the American Heart Association and Macy's on Go Red de Corazón," said *Selecciones* editorial director Genevieve Marlin-Fernández, whose own father died of a massive heart attack when she was 19 years old. "Educating Latinas about heart disease should be a priority for the entire Hispanic community. I am proud that, through this partnership, we are doing just that."

Celebrating Macy's sixth year as the national sponsor of the Go Red For Women movement, Peter Sachse, Macy's Chief Marketing Officer says, "We are as passionate about this cause today as we were when the movement launched. Together, we have made substantial strides in raising awareness of heart disease as the number one killer of American women. As we continue to elevate the awareness among all women and men, we have developed this unique program that targets education and supports populations where the message has not been heard. Raising the profile of women's heart health is a profound commitment for our company, and we build our support each year in both dollars and visibility for the cause."

See more photos from the event on our [Go Red Flickr page](#).

About *Selecciones*:

Selecciones is the world's leading Spanish-language magazine, with editions in 20 countries. *Selecciones* embodies the *Reader's Digest* "Life Well Shared" message, providing content that

is practical, informative and inspirational while celebrating the diversity of the Hispanic experience. The U.S. edition of *Selecciones* has a circulation of 375,000 with a readership of 2.6 million. *Selecciones* is published by The Reader's Digest Association, 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. Today, we want millions of women across America to take heart disease personally. Using the simple platform "Love Your Heart," Go Red For Women engages these 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. The movement is nationally sponsored by Macy's and Merck & Co., Inc.

About Macy's

Macy's, the largest retail brand of Macy's, Inc., delivers fashion and affordable luxury to customers at more than 800 locations in 45 states, the District of Columbia, Puerto Rico and Guam. Macy's stores and macys.com offer distinctive assortments including the most desired family of exclusive and fashion brands for him, her and home. Macy's is known for such epic events as Macy's 4th of July Fireworks® and the Macy's Thanksgiving Day Parade®, as well as spectacular fashion shows, culinary events, flower shows and celebrity appearances. Building on a 150-year tradition, Macy's helps strengthen communities by supporting local and national charities that make a difference in the lives of our customers. For Macy's media materials, images and contacts, please visit our online pressroom at www.macys.com/pressroom.

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