

MEDIA ADVISORY



For Immediate Release

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WHAT: **Go Red For Women** is the American Heart Association's national call to raise awareness of heart disease as women's No. 1 killer and empower women with the knowledge they need to take charge of their health.

This year's luncheon will showcase a **Red Dress Runway** featuring 10 local women with ties to heart disease. During the luncheon three of the **Red Dress Runway** models will be featured, along with their physician, to share their unique story and life-saving heart health information. The event will also provide health screenings, educational breakouts, and networking exhibits. Terri Hill of Nationwide Insurance, will serve as event chairwoman.

Tickets to the luncheon include breakout sessions, networking exhibits, free health screenings and a heart-healthy lunch. Tickets are \$150 each. For more information call (614) 396-4362 or visit www.heart.org/columbusohgoredluncheon.

WHERE: Hyatt Regency
Regency Ballroom (*third floor*)
350. N. High St., Columbus, Ohio 43215

WHEN: **Thursday, February 24, 2011**
10:00 a.m. to 11:40 a.m. –Networking Exhibits, and complimentary Health Screenings
11:00 a.m. to 11:30 a.m. – Educational Breakout Sessions
Noon to 1 p.m. – Luncheon

WHY: Heart disease and stroke are the greatest health threats women face. Coronary heart disease and stroke are the No. 1 and No. 3 killers of women over age 20. And sadly, only two in 10 women perceive heart disease to be their greatest health risk. However, heart disease is largely preventable – it only takes the power to become aware of the risks and make the right choices to prevent it. That is why the **Go Red For Women** movement calls on women to **Make it their Mission** to make the right choices to change the statistics and save lives.

For more information visit www.heart.org/columbusohgoredluncheon or call 614-396-4362. Go Red For Women is sponsored nationally by Macy's and Merck & Co. and locally by Cardinal Health.

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About Go Red For Women

Go Red For Women is part of the American Heart Association's solution to help save women's lives. With one

out of three women still dying from heart disease, we are committed to fighting this No. 1 killer, which 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 lifesaving 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.