



CALENDAR ENTRY

For Immediate Release

CONTACT: Brianne Harman
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*Dear Editors and Public Service Directors:
Please include the following events for the American Heart Association, central Ohio, in your upcoming calendar of events. Thank you.*

Resolution reading and red lighting of City Hall – Columbus City Council will proclaim Friday, Feb. 5 Wear Red Day in Columbus

Monday, February 1, 2010

Columbus City Hall
90 W. Broad St. – 2nd Floor
Columbus, Ohio 43215

- 5:00 p.m. – In recognition of National Wear Red Day, Columbus City Council will declare Friday, Feb. 5 as Wear Red Day in Columbus

National Wear Red Day

Friday, February 5, 2010

- A day for everyone to wear red to draw attention to the fact that heart disease is the No. 1 killer of women over age 20.

To Dye For – 75 Women will simultaneously dye their hair red in support of Wear Red Day

Friday, February 5, 2010

The Ohio Academy Paul Mitchell Partner School
3000 Morse Road
Columbus, Ohio 43231

- 10:00 a.m. – registration and hair dying begins

Go Red For Women Luncheon

Thursday, February 18, 2010

Hyatt Regency
350 N. High St.
Columbus, Ohio 43215

- 10:00 a.m. to 11:45 a.m. – silent auction, networking exhibits, and health screenings
- 11:00 a.m. to 11:45 a.m. – educational luncheon breakout sessions
- Noon to 1 p.m. – luncheon

[COLUMBUS, OH –December 22] — During February, **American Heart Month**, the American Heart Association is sponsoring activities to raise awareness of women and

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heart disease, including national **Wear Red Day** on Friday, Feb. 5, 2010 and the **Go Red For Women Luncheon** on Thursday, Feb. 18, 2010.

The month kicks off with a resolution reading by Columbus City Council on Monday, Feb. 1 proclaiming Friday, Feb. 5 as **Wear Red Day** in Columbus. The Council will show their support of **National Wear Red Day**, as they encourage everyone in Columbus to wear red in support of women and heart disease. Also that evening, Columbus City Hall will light their facility red. The outdoor lanterns will be adorned in red lights throughout the month of Feb. to call attention to the No. 1 killer of women.

And, 75 women will make a bold statement in the fight against heart disease and stroke in women by sporting red in their hair. They will all simultaneously dye their hair red on **Wear Red Day** at the **To Dye For** event.

The **Go Red For Women Luncheon** will conclude the month's events for the association. This year's luncheon will encourage women (and men) to "know thy heart" when local survival stories are told from both survivor and their physician. The event will also include educational breakout sessions, health screenings, networking exhibits, and a silent auction for all attendees. Tickets are \$125 each.

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 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.



NEWS RELEASE

For Immediate Release

CONTACT: Brianne Harman
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Wardrobe choices – a matter of life and death

American Heart Association urges everyone to wear red to help stop the No. 1 killer of women

[COLUMBUS – Jan. 4, 2010] – The American Heart Association is encouraging everyone to wear red on Friday, February 5, 2010 to support *Wear Red Day* and increase awareness of heart disease, the No. 1 killer of women.

Wear Red Day is a component of *Go Red For Women*, the American Heart Association's national movement to raise awareness of heart disease in women. One day a year, what you wear really can be a matter of life and death. Millions of Americans will choose to wear red on Feb. 6 and show their commitment to the fight against heart disease and stroke.

During February, *American Heart Month*, the American Heart Association is sponsoring activities, including *Wear Red Day* to build awareness, raise funds and help women live longer stronger lives. The American Heart Association is urging everyone to wear red in recognition of family, friends and neighbors who have suffered from heart disease.

The Columbus City Council will recognize the importance of drawing attention to the cause and plans to issue a proclamation declaring Friday, February 5 as *Wear Red Day* in Columbus. The council will be decked in red as Councilwoman Tavares leads the charge at their Feb. 1 meeting. All members of the Council are expected to back the proclamation and some will share their personal stories and reasons for their support.

The message to the community – wear red and speak up! By wearing red you are speaking up in support of the American Heart Association's Go Red for Women movement and making a visible statement and reminder for those who surround you. Most of the time selecting your clothing isn't that critical. But on *Wear Red Day*, it is vitally important.

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MEDIA ADVISORY



For Immediate Release

CONTACT: Brianne Harman
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brianne.harman@heart.org
Day of event Cell Phone: 614-638-2418

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 pairs three local survivors and their physicians who share the message how to **know thy heart**. All three women will deliver their inspirational story with each complimented by health tips and life-saving information from their cardiologist. The message they hope luncheon attendees will take home – **know thy heart** and make the right choices for your body. The event will also provide health screenings, educational breakouts, and networking exhibits. Kerri Anderson, former CEO of Wendy's International, Inc. will serve as event chairwomen.

Tickets to the luncheon include breakout sessions, luncheon, silent auction, networking exhibits, and health screenings. Tickets are \$125 each. For more information call (614) 396-4362 or visit www.heart.org/columbusohgoredluncheon.

WHO: Andrea Cambern; WBNS 10TV – event host
Laxmi Mehta, MD; Cardiovascular Medicine, The Ohio State University Medical Center and heart disease survivor Kathy Pack
Teresa Caulin-Glaser, MD; Executive Director, McConnell Heart Health Center and heart attack survivor Holly Steele-Spang
David Sabgir, MD, FACC; Mount Carmel Clinical Cardiovascular Specialists and patient Kathryn Stephens

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

WHEN: **Thursday, February 18, 2010**
10:00 a.m. to 11:45 a.m. – Silent Auction, Networking Exhibits, and Health Screenings
11:00 a.m. to 11:45 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

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women over age 20. Cardiovascular disease, including stroke, claims nearly twice as many women's lives as all forms of cancer. One in three women will die of heart disease or stroke, compared with one in 30 from breast cancer. 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 to **Speak Up** for their hearts and make the right choices to change the statistics and save lives.

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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.

2009-10 Fact Sheet



Go Red For Women is the American Heart Association's solution to save women's lives. Too many women die each year because they are unaware that heart disease is their No. 1 killer. One in three women suffers in silence, and almost one woman dies every minute of this largely preventable disease.

This year, Go Red is asking women to bring a voice to this silent killer –
SPEAK UP TO SAVE LIVES.

WHY SPEAK UP?

- Cardiovascular disease kills approximately **450,000 women each year**, about **one every minute**.
- While 1 in 30 American women die of breast cancer, about **1 in 3 die** from cardiovascular disease.
- More women die of cardiovascular disease than the **next five causes of death combined**, including all forms of cancer.
- **Ninety percent** of women have **one or more risk factors** for developing heart disease.
- Only 1 in 5 women believe that heart disease is her greatest health threat.
- Heart disease is **largely preventable**. In fact, **80 percent of cardiac events in women may be prevented** if women make the right choices for their hearts, involving diet, exercise and abstinence from smoking.

WHY GO RED?

Research shows that women who "Go Red" are more likely to make healthy choices.

- More than one-third have lost weight.
- Nearly 55 percent have increased their exercise.
- Six out of ten have changed their diets.
- More than 40 percent have checked their cholesterol levels.
- One third have talked with their doctors about developing heart health plans.

HOW YOU CAN JOIN THE CONVERSATION

This year, Go Red For Women invites women across the country to **SPEAK UP TO SAVE LIVES**.

- **PARTICIPATE IN NATIONAL WEAR RED DAY (February 5th, 2010)**: Speak up by wearing red on National Wear Red Day and spreading the word to others to build awareness and inspire action.
- **WATCH THE "CHOOSE TO LIVE" DOCUMENTARY**: In partnership with NBC Universal, Go Red For Women produced the 30-minute TV special, "Go Red For Women Presents – Choose to Live!" The special, hosted by Hoda Kotb, premiered on NBC in national syndication beginning in September. Visit GoRedForWomen.org for local listings or to watch the special online.

- **PROMOTE GRASSROOTS INVOLVEMENT**
 - **Show Up:** Attend a local Go Red For Women luncheon to learn more about how you can support Go Red For Women in your community.
 - **Speak Up:** Make the hearts of your community stronger than ever by volunteering at your local American Heart Association office.
- **SHOP GO RED:** Go to ShopGoRed.com to support life-saving research and awareness programs by purchasing Go Red For Women apparel, accessories and other heart-healthy products.
- **VISIT US AT GoRedForWomen.org:** A premier source of information and education, GoRedForWomen.org is the No. 1 online destination where women can learn how to make heart-healthy choices every day.
 - **Go Red BetterU:** A FREE 12-week online makeover that can change your life.
 - **Go Red Heart CheckUp:** An online tool that provides a 10-year, personal heart disease risk assessment.
 - **Community of Stories:** Join Go Red For Women to connect with others who are speaking up for women’s heart health nationwide and sharing their healthy choices.
 - **Consumer Education:** Go Red For Women provides educational materials for consumers such as cookbooks, brochures, bookmarks, posters, Web alerts, etc.

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