

CONTACT:

Todd Mosetter, 215.575.5228 (o); 503.467.6043 (c)

todd.mosetter@heart.org

**EVENT DETAILS****Capital Region Go Red For Women Luncheon****WHAT: 6th Annual Capital Region Go Red For Women Luncheon**

Cardiovascular diseases remain the No. 1 killer of women, claiming the life of about one woman per minute. But inside every woman is the power to fight back and make a difference not only in their own life but in the lives of their family, friends, neighbors and co-workers.

The Go Red For Women Luncheon is a life-changing experience that focuses on three areas to support the fight against heart disease in women: heightening awareness of the issue, creating a passionate call-to-action and generating funds to support education and research.

Celebrate and support the power of women with our theme of “It’s a Wonderful Life!”

Enjoy bidding on fantastic purses donated by local women. Each purse is filled with unique items that reflect their “Personality.”

WHEN: Monday, May 10, 2010

11:15 a.m. – Registration and reception, immediately followed by lunch

WHERE: The Hotel Hershey

100 Hotel Road, Hershey, PA 17033

WHO: 250-300 business and community leaders dressed in red are expected to attend

Keynote Speaker: Amy Reed, MD, FACS, Program Director of Vascular Surgery, Associate Professor of Surgery, Penn State Heart and Vascular – Hear what every woman (and man) needs to know about how to take charge of their heart health and take simple steps to reduce their risk and prevent heart disease and stroke.

WHY: Cardiovascular diseases, including stroke, kill nearly half a million women every year – that’s more lives than are claimed by the next five causes of death combined. In Pennsylvania alone, nearly 26,000 mothers, daughters, sisters and friends die from heart disease and stroke each year. By raising awareness and funds for lifesaving research, we can make a difference in the lives of women everywhere.

INFO: Individual tickets sold for \$75. For event information, call the American Heart Association at 717-730-1782.

NATIONAL SPONSORS: Macy’s and Merck

LOCAL LUNCHEON SPONSOR: Penn State Heart and Vascular Institute

MEDIA SPONSORS: ABC 27 and Harrisburg Magazine



ABOUT GO RED FOR WOMEN

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 dies of this largely preventable disease – that's almost one woman every minute.

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**.

In Pennsylvania alone, nearly 26,000 mothers, daughters, sisters and friends die each year from heart disease and stroke.

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 (Always the 1st Friday of February): Speak up by wearing red on National Wear Red Day and spreading the word to others to build awareness and inspire action.

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.

For more information about Go Red For Women, visit GoRedForWomen.org or call 1-888-MY-HEART.

Go Red For Women is sponsored nationally by Macy's and Merck & Co., Inc.

###