



## **MEDIA ALERT**

### **WOMEN AND THEIR DAUGHTERS SCRAPBOOK TO LEARN ABOUT HEART DISEASE IN WOMEN**

*American Heart Association's Go Red For Women Campaign  
Announces the First Nationwide "Scrapbook to Save Lives" Event*

#### **WHAT:**

The American Heart Association's Go Red for Women campaign is hosting the first "Scrapbook to Save Lives" event. Women and their daughters, granddaughters, nieces, or young friends are invited to bring scrapbooks and photos and use scrapbook supplies provided at the event to make a treasured memory. While bonding, the women will hear presentations by Go Red's team of local staff, doctors, and celebrities and learn about heart disease and prevention.

#### **WHY:**

Heart disease is the leading cause of death in women. Spreading this information is vital for women's health. Young women also need to learn the information early to take preventative steps and to have a healthy lifestyle. Daughters, relatives, and friends will also be encouragement for other women to live a healthy life and participate in the Go Red campaign.

#### **WHO:**

All women can attend. Presenters will be different in each area. Local doctors, celebrities, and Go Red staff are trained to inform about heart disease, the risk factors, preventative measures, and treatment options. They are also knowledgeable about Go Red and how women can join. To find out who will present in each state, visit [www.goredforwomen.org](http://www.goredforwomen.org) or call (231) 234-9389.

#### **WHEN:**

Saturday, February 10, 2007 from 2 p.m. to 8 p.m. EST.

- Scrapbook composing: 2-8 p.m.
- Presentation by local physician: 3 p.m.
- Presentation by local celebrity and Go Red staff member: 5 p.m.
- Dinner: 6 p.m.
- Media interview time with doctors, celebrities, and Go Red staff: 7 p.m.

#### **WHERE:**

Events will be held in all fifty states and Puerto Rico. See [www.goredforwomen.org](http://www.goredforwomen.org) or call (231) 234-9389 for locations in each state.

#### **Media Contact:**

Jorri Heil (231) 234-3804  
[jorriheil@goredforwomen.org](mailto:jorriheil@goredforwomen.org)