

FOR IMMEDIATE RELEASE
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February may be a time for love, flowers and cupids but for @AmerHeartWisc it's all about HEARTS ♥. Celebrate #WisconsinGoesRed

AMERICAN HEART ASSOCIATION SAYS FEBRUARY IS ALL ABOUT HEARTS *Women Take Action Against Their No. 1 Killer On National Wear Red Day*

(MADISON/MILWAUKEE) – Since 1963, February has been celebrated as American Heart Month to urge Americans to join the battle against heart disease. Since 2004, February also has been the signature month for the American Heart Association's Go Red For Women® campaign and the message that heart disease is not only a man's problem.

"Heart disease causes the death of one woman every minute," said Dr. Heather Johnson, preventive cardiologist, UW Health in Madison. "That's why it's so important to understand your personal risk factors and often-overlooked common symptoms, and to share that information with the women you love."

Currently some eight million women in the U.S. are living with heart disease, yet only one in six women believes that heart disease is her greatest health threat. In fact, 90 percent of women have one or more risk factors for developing heart disease. Unfortunately, heart disease is often silent, hidden and misunderstood. That's why Go Red For Women is asking the women of Wisconsin to participate in the 9th Annual National Wear Red Day on Friday, February 3, 2012, to make ending heart disease a reality.

On National Wear Red Day, thousands in Wisconsin will join the American Heart Association to help shed light on this issue across the state, including Sun Prairie, Wisconsin native and National Go Red For Women spokeswoman, Jennifer Engel.

"I'm working with the American Heart Association's Go Red For Women movement to remind all women that heart disease doesn't just happen to men, the elderly, or to someone else," said Jennifer Engel, national Go Red For Women spokesperson. "Heart disease can kill you or a woman you love. We can stop our No. 1 killer together by sharing the truth. We can be the difference between life and death."

Be the Difference

Go Red For Women is asking women to take action by participating in this year's National Wear Red Day on Friday, February 3rd. Women can wear red in support of the cause, learn more about their personal risk of heart disease, get involved with local events and register for a free red dress pin at GoRedForWomen.org.

Roll out your Red: Join the Wear Red Day Challenge!

Join the excitement of our first-ever Wear Red Day Challenge as we spotlight our most spirited supporters. Go to www.facebook.com/AmerHeartWisc to submit your photo during our friendly competition. Take photos of your efforts to "Go Red" and submit them on the Wear Red Day Challenge tab on our [Facebook Page](#) from Feb. 1 to Feb. 23. One lucky submission will be awarded with a Wii and Wii Fit Package.

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Featured companies and organizations participating in National Wear Red Day in Wisconsin include:

Alpha Phi Sorority, Madison
Baker Tilly, Madison
HotelRED, Madison
WKOW Channel27, Madison
WMTV NBC15, Madison
UW Health Hospitals and Clinics (West and East Clinics), Madison

Baker Tilly, Appleton
Bellin Health, Green Bay
Haven Salon and Spa, Green Bay
Macy's Department Store, Appleton
St. Norbert College, Green Bay
UnitedHealthCare, Green Bay
University of Wisconsin- Green Bay
WLUK FOX11, Green Bay

Mayo Clinic Health Systems, La Crosse
Macy's Department Store, La Crosse

ProHealth Care, Waukesha
Bayshore Town Center, Glendale
Calvary Baptist Church, Milwaukee
Christ the King Baptist Church, Milwaukee
CJ & Associates Inc.
E-cubed, Milwaukee
Independent Care Health Plan, Milwaukee
Isaac Coggs Center, Milwaukee
Kohn Law Firm, SC, Milwaukee
Milwaukee Area Workforce Investment Board, Milwaukee
Northwestern Mutual
Robert W. Baird, Milwaukee
Wisconsin Athletic Club

The American Heart Association's Go Red For Women movement is nationally sponsored by Macy's and Merck & Co., Inc. and locally by UW Health, Madison and ProHealthCare, Waukesha.

About Go Red For Women

Go Red For Women is the American Heart Association's national movement, created by women, for women, dedicated to uncovering the truth about women and heart disease: heart disease can kill you or a woman you love. With more women dying of cardiovascular disease than the next three causes of death combined, including all forms of cancer, we are committed to fighting this No. 1 killer that is preventable. GoRedForWomen.org, a premier 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 American Heart Association's Go Red For Women movement is nationally sponsored by Macy's and Merck & Co., Inc, with additional support from our cause sponsors.

About the American Heart Association

The American Heart Association is the nation's oldest and largest voluntary health organization dedicated to fighting heart disease and stroke. Our mission is to build healthier lives by preventing, treating and defeating 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.

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