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The American Heart Association Launches Go Red Por Tu Corazón at the Latin Grammy's to Educate Latinas about their Heart Health

Latin GRAMMY® Artists "Go Red" and Speak from the Heart as They Walk the Carpet

LAS VEGAS, November 5, 2009 — Today the American Heart Association unveils its Go Red Por Tu Corazón heart health awareness initiative at the 10th Annual Latin GRAMMY® Awards to educate Hispanic women about their threat of heart disease and to empower them to make life-saving choices for themselves and their families.

Heart disease is the No. 1 killer of Hispanic women and, according to the American Heart Association, Hispanic women are likely to develop heart disease ten years earlier than Caucasian women.

"Go Red Por Tu Corazón is designed to tap into cultural traditions as a means to a healthier lifestyle, and provide Hispanic women and their families with the tools and resources needed to enjoy good heart health." said Luz Marina Prieto, M.D., assistant professor of clinical medicine for the division of endocrinology, diabetes and metabolism for the Miller School of Medicine at the University of Miami. "Our goal is to encourage Hispanic women to protect their hearts so they can be there for the ones they love."

To put heart disease center stage, the American Heart Association has collaborated with one of the biggest Latin cultural events of the year, the Latin GRAMMY® Awards. Go Red Por Tu Corazón kicks off today with the support of attending artists and 2008 Nuestra Belleza Latina winner, Melissa Marty, who will be reporting live from the "green" carpet and asking stars, guests and viewers to make a pledge for better heart health in the Latino community.

"After losing my grandmother to heart disease, I knew I had to make heart-healthy changes in my own lifestyle and encourage my parents and brothers to do the same," said Melissa Marty, 2008 Nuestra Belleza Latina winner and Go Red Por Tu Corazón supporter. "I'm proud to be able to share my experience and inspire other Latinas to do the same and improve their heart health."

To provide life-saving education beyond the awards show, a series of video segments featuring Melissa Marty, Latin GRAMMY® attending artists, and fashion expert Martin Llorens will be available throughout the month on Univision.com. Keyword: Go Red Corazon.

In launching Go Red Por Tu Corazón, the American Heart Association has strengthened its commitment to preventing heart disease amongst Latina women. By focusing on family and cultural traditions, Go Red Por Tu Corazón hopes to promote a healthy lifestyle within the Hispanic community.

Since its inception in 2004, Go Red For Women has helped raise awareness of the No. 1 killer of women and inspired millions to make heart-healthy changes. Powered by American Heart

Association research, Go Red For Women provides women with the tools and resources to beat this largely preventable disease.

For free heart-health tips and recipes from the American Heart Association and to learn more about Go Red Por Tu Corazón, please call 1-888-474-VIVE.

About Go Red Por Tu Corazón

Since 2004, Go Red For Women has focused on the general population to capture the energy, passion and intelligence of women to work collectively to wipe out heart disease, the No. 1 killer of women. *Go Red Por Tu Corazón* is the bilingual and bicultural movement of Go Red For Women to educate Latinas to the threat of cardiovascular disease with the goal of inspiring them and their families to take care of their heart health. For more information about Go Red Por Tu Corazón, please visit GoRedCorazon.org or call 888-474-VIVE (numérico 8483). Go Red Por Tu Corazón 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.

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