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Go Red Por Tu Corazón and Nuestra Belleza Latina 2008 Winner, Melissa Marty, Ask Hispanic Women to Speak from their Heart about their No. 1 Killer

Hispanic Women across the Country Join the Conversation about Heart Disease at National Casting Call Event

(DALLAS, Feb. 5, 2010) – Heart disease is the No. 1 killer of Hispanic women. On average, Hispanic women are likely to develop heart disease 10 years earlier than Caucasian women. Yet, only one in three are still unaware of the threat to themselves and their family. On February 5, the American Heart Association's Go Red For Women® and Go Red Por Tu Corazón is launching a nationwide casting call for stories and inviting Latinas to speak from their hearts and help raise awareness of heart disease in Hispanic women. Nuestra Belleza Latina 2008 winner, Melissa Marty, will kick off the national casting call at Macy's Herald Square in New York City.

“After heart disease affected my family, I decided to adopt a healthier lifestyle and make changes in my diet and physical activity in order to reduce my risks of heart disease,” said Melissa Marty. “I’m excited to be a part of the Go Red Por Tu Corazón movement to spread the word among Latinas about their increased risk of heart disease and empower them to make life-saving choices for themselves and their family.”

Go Red For Women is looking for Hispanic women to join the Go Red Por Tu Corazón movement by sharing their heart stories and help raise awareness of heart disease in Hispanic women. Latinas who share their stories have the chance to become a spokesperson for the cause — representing Go Red Por Tu Corazón in marketing materials, at events, and online at GoRedCorazón.org.

“Hispanic women face the highest risk of death from heart disease, but they have lower risk factor awareness,” said Dr. Ileana Piña, <INSERT AFFILIATION>. “While we can’t change certain risk factors, such as ethnicity and family history, women can help reduce their risks and prevent heart disease by making heart-healthy changes, and incorporating nutrition and physical activity into their lifestyle.”

Casting Call Information

The New York City casting call event will be held on February 5, 2010, at Macy's Herald Square in New York City from [PLACEHOLDER FOR TIME]. Highlights include:

- Appearance by Melissa Marty, Nuestra Belleza Latina 2008 winner and Go Red Por Tu Corazón spokesperson
- Merck exercise bands and tips from fitness expert and media personality Andrea Metcalf
- Exclusive Macy's prize giveaways
- Go Red giveaways for everyone who joins the movement!

For more details on local casting call events or to join the conversation online, visit GoRedCorazon.org.

Participate in National Wear Red Day

Show others around the world you support the fight against heart disease in Hispanic women by wearing red on National Wear Red Day, Friday, February 5. For more education on steps you can take to reduce the risk of heart disease for you and your family, tips for healthy eating, and heart-healthy recipes visit GoRedCorazon.org

For more information about Go Red Por Tu Corazón or National Wear Red Day, please visit GoRedCorazon.org.

Go Red Por Tu Corazón is nationally sponsored by Macy's and Merck & Co., Inc.

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 (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.

Consumer Inquiries:

The American Heart Association
1-800-AHA-USA1; or visit americanheart.org

