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Note: Vendor or solicitation calls will not be returned



This Mother's Day, Go Red Por Tu Corazón Invites You and Your mom to Share Your Heart Story for a Chance to Win a Healthy Eating Makeover

Celebrate by Caring for Your Heart and the Hearts of those You Love

(DALLAS, MAY. 6, 2010) – In honor of Mother's Day, the American Heart Association's Go Red Por Tu Corazón movement would like to recognize Hispanic mothers and daughters who work hard to provide for those they love. Too many Hispanic women are still unaware that heart disease is their No. 1 killer and only one in three are aware of the threat to themselves and their family. That is why this Mother's Day (May 9, 2010) the American Heart Association's Go Red Por Tu Corazón movement is calling on Hispanic mothers and daughters nationwide to share their stories on how heart disease has impacted their lives and the changes they are making toward a healthier lifestyle. Women who submit their stories will have the opportunity to receive a "Healthy Eating Makeover" with tips from an American Heart Association Dietician and celebrity Chef Daisy Martinez to help them on their journey toward a healthier lifestyle for themselves and their family.

"The people we carry in our heart are the No. 1 reason to take care of it," said Melissa Marty, Nuestra Belleza Latina 2008 winner. "We're inviting Latinas to give their moms the gift of heart-health by educating themselves and their family about incorporating into their lifestyle healthy meals and physical activity that the family can enjoy together so that they can be there for the ones they love."

Research shows that 80 percent of cardiac events in women are linked to poor choices, involving diet, exercise and smoking. Applying simple changes to the family menu and physical activity can lead toward a healthier lifestyle. Small changes mothers can make on this Mother's Day include:

- **Eating healthy with their family:** Baking instead of frying is one small change to make to the Mother's Day menu, while still sharing the traditional meal with those they love. Healthy eating, combined with frequent physical activity like walking or dancing, can help prevent heart disease risk factors such as high-blood pressure, high blood sugar levels, high cholesterol levels and obesity.
- **Turning physical activity into a family adventure:** After enjoying the big family Mother's Day brunch or dinner, go to the park with the kids and kick around a soccer ball, play baseball or take a walk around the neighborhood.

"Between my grandmother, Valentina, and my mother, Conchita, I learned at a very early age that the kitchen is not only the happiest room in the household, but also the most important for our family's health," said celebrity Chef Daisy Martinez. "To ensure your family's hearts stay strong, make simple changes to your favorite meals that will make them healthier without losing the flavor."

Latinas can submit their heart stories online at GoRedCorazon.org or by mail to "Go Red Por Tu Corazón: Mother's Day" at 7272 Greenville Ave, Dallas, TX 75231.

Visit GoRedCorazon.org or call **1-888-474-VIVE** to protect yourself and your family by learning how to prevent the No. 1 killer of Hispanic women – heart disease.

The American Heart Association's Go Red Por Tu Corazón movement is raising awareness of heart disease in Hispanic women and inspiring millions of other Latinas to make heart-healthy changes for themselves and their families to prevent this deadly disease through healthy eating and frequent physical activity.

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

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