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An evening with the American Heart Association's Go Red Por Tu Corazón at the 11th Annual Latin GRAMMY® Awards

Latinas are encouraged to “Go Red” for a chance to win a trip to Las Vegas and attend the biggest night in Latin Music

Dallas, TX – September 14, 2010 – The American Heart Association's bilingual heart-health movement for Latinas, *Go Red Por Tu Corazón*, will be part of the 11th Annual Latin GRAMMY® Awards celebration on November 11, 2010 and bring the issue of heart disease – the No. 1 killer of Hispanic women – to center stage.

Launched in 2009, *Go Red Por Tu Corazón* aims to increase awareness of heart disease among Hispanic women and empower them to make life-saving choices for themselves and their families.

New this year is the launch of the official [Go Red Por Tu Corazón Facebook page](#), where Latinas can join the movement and commit themselves to raising heart health awareness among Latinas – and win a trip to the 11th Annual Latin GRAMMY Awards to see the biggest names in Latin music .

Univision personality and *Go Red Por Tu Corazón* spokesperson, Melissa Marty, will also be reprising her role as a reporter on the “green” carpet asking stars, guests and Facebook fans to GO RED for themselves and those they love.

“The death of my grandmother to heart disease affected my entire family,” said Marty. “I have made it my duty to educate my family, my loved ones and the community, to make healthier lifestyle choices and to protect their own heart health, as well as that of their family.”

Marty is encouraging Latinas to submit a photo of themselves in their favorite red dress or accessory, along with a summary detailing how they GO RED, for the chance to join her at the Latin GRAMMY Awards on November 11, 2010 in Las Vegas, which will be broadcast live on the Univision network from 8 – 11 p.m. ET/PT (7 p.m. central). For more information on the contest, visit www.GoRedCorazon.org

“Too many Hispanic women are still unaware that heart disease is their No. 1 killer. In fact, only one in three are aware of the threat to themselves and their family,” 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. “*Go Red Por Tu Corazón* provides Hispanic women and their families the tools and resources needed to enjoy good heart health.”

About Go Red Por Tu Corazón

The American Heart Association's Go Red Por Tu Corazón is a bilingual movement that is raising awareness of heart disease among Hispanic women and helping them make healthy eating choices for themselves and their families. Go Red Por Tu Corazón promotes a heart-healthy lifestyle, through healthy eating and physical activity for Hispanic women, building on Latinas strong ties to family and cultural traditions.

Visit GoRedCorazon.org or call 1-888-474-VIVE to get free information on how to Go Red by living a healthier lifestyle. Find Go Red Por Tu Corazón on Facebook!

Go Red Por Tu Corazón is nationally sponsored by Macy's.

About the American Heart Association

Founded in 1924, the American Heart Association is 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 — AHA funds cutting-edge research, conducts lifesaving public and professional educational programs, and is an advocate to protect public health. To learn more or join in helping all Americans, call 1-800-AHA-USA1 or visit americanheart.org.

About The Latin Recording Academy®

The Latin Recording Academy is an international, membership-based organization comprised of Spanish- and Portuguese-speaking recording artists, musicians, songwriters, producers and other creative and technical recording professionals. The organization is dedicated to improving the quality of life and cultural condition for Latin music and its makers. In addition to producing the Latin GRAMMY Awards to honor excellence in the recorded arts and sciences, The Latin Recording Academy provides educational and outreach programs for the Latin music community. For more information about The Latin Recording Academy, please visit www.latingrammy.com. For breaking news and exclusive content, join the organization's social networks as a Twitter follower at www.twitter.com/latingrammys, and a Facebook fan at www.facebook.com/latingrammys.

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