



**FOR IMMEDIATE RELEASE**

February 1, 2011

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**WOMENHEART GETS NATION *READY IN RED*  
FOR AMERICAN HEART MONTH  
National Efforts Put Spotlight on Heart Disease as  
Leading Cause of Death in Women**

Washington, DC -- American Heart Month is here and WomenHeart: The National Coalition for Women with Heart Disease is getting America *ready in red* to recognize heart disease as the leading cause of death in women. The *Ready in Red* campaign is led by *WomenHeart Champions* throughout the country – women heart disease survivors who are community leaders in education, advocacy and support for the 42.7 million American women living with or at risk for heart disease. More than 500 *WomenHeart Champions* throughout the country will educate their communities and the nation on the importance of early and accurate diagnosis, proper treatment and prevention of heart disease women.

“The time is right for the country to recognize that heart disease kills more women each year than men, more than any other disease and more than all cancers combined. We hope to move the nation toward more effective diagnosis and treatment of heart disease in women, and support for the more than 42.7 million American women living with or at risk for heart disease,” said Lisa M. Tate, Chief Executive Officer of WomenHeart.

The current cost of heart disease to the country is \$273 billion – 17% of overall healthcare expenditures – according to a new policy statement from the American Heart Association. And while the report predicts a tripling of that number by 2030, it also acknowledges that heart disease is largely preventable (1).

In addition to local awareness activities, WomenHeart is partnering with the Department of Health and Human Services Office on Women’s Health and more than 20 national health organizations in the launch of the landmark public service announcement campaign *Make the call. Don’t miss a beat.* to educate women about the signs and symptoms of a heart attack and to

call 9-1-1. *WomenHeart Champions* throughout the country are the “boots on the ground” in visiting local media to place these PSAs, raise awareness, and save lives. **The campaign will be introduced in a national teleconference for media and the public on Tuesday, February 1 at 11 a.m. EDT. Register to attend the launch call at [www.womenheart.org](http://www.womenheart.org).**

In addition, WomenHeart is a partner in the national media briefing on women and heart disease, “In the Prime of Her Life,” in conjunction with Mayo Clinic and the National Heart, Lung and Blood Institute, Tuesday, February 8, at the Paley Center for Media, New York City. **Media interested in attending this event should contact [mediabriefing@mayo.edu](mailto:mediabriefing@mayo.edu).**

“While current statistics indicate that the rate of heart disease in our country is declining, the fact remains that more women than men continue to die from heart disease, more women do not receive guidelines based care, and their outcomes after a heart event and quality of life are worse. As a nation we need to continue to educate about heart disease prevention, advocate on behalf of women with heart disease for better care, and provide women with heart disease the support they need to live heart healthy lives,” Tate continued.

### **WomenHeart: The National Coalition for Women with Heart Disease**

WomenHeart is the nation’s only patient centered organization serving the 42 million American women living with or at risk for heart disease – the number one killer of women. WomenHeart is solely devoted to advancing women’s heart health through advocacy, community education, and the nation’s only patient support network for women living with heart disease.

WomenHeart is both a coalition and a community of thousands of members nationwide, including women heart patients and their families, physicians, and health advocates, all committed to helping women live longer, healthier lives. Take charge of your heart health and get your free women’s heart health action kit at [www.womenheart.org/kit](http://www.womenheart.org/kit)

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(1) Heidenreich PA, Trogon JG, Dhavjou OA, et al. Forecasting the future of cardiovascular disease in the United States. *Circulation* 2011; DOI:10.1161/CIR.0b013e31820a55f5. Available at <http://circ.ahajournals.org>