



FOR IMMEDIATE RELEASE

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Heart Disease Kills More than 20,000 Latinas Each Year
WomenHeart launches awareness campaign for Hispanic Heritage Month

Washington, D.C., Sept. 17—WomenHeart: The National Coalition for Women with Heart Disease today launched its inaugural Hispanic Heritage Month campaign, made possible by [Burlington Stores](#). With nearly 48 million women living with or at risk for heart disease—almost 1 in 3 Hispanic women—the campaign will raise heart health awareness among Latinas and will run from Sept. 15 - Oct. 15.

“As a woman heart disease patient, I fully know the importance of receiving the type of support and services that WomenHeart offers to women living with or at risk of heart disease” said *WomenHeart Champion* and Board Chair Evan McCabe. “Heart disease is the leading cause of death for women and it kills more than 20,000 Hispanic women annually, which is why we are very excited to kick-off this awareness campaign.”

This year’s theme, #DelCorazón, means ‘of the heart,’ it symbolizes the joining of hearts in the community to fight heart disease. Throughout Hispanic Heritage Month, WomenHeart will share digital content, including heart health facts, advice from Latina cardiology experts, and quotes from *WomenHeart Champions* like Ann de Velasco. She founded the first and only Spanish-speaking support group for women heart disease patients.

“For many years we have pioneered efforts to reach out to our Hispanic *heartsisters* in south Fl. and around the country,” said de Velasco. “Through creative and committed networking we made connections that resulted in the development of Spanish language materials. WomenHeart of Miami en Español remains the only support group exclusively for Hispanic women – we desperately hope other areas will follow our lead. The need is real.”

“WomenHeart is committed to increasing awareness about heart disease in communities of color,” added McCabe. “With only about a third of Latinas aware that heart disease is their number one killer we need to continue to provide support and education that will ensure that all women living with or at risk of heart disease live longer, healthier lives.”

The campaign will also feature a Twitter Chat with Latina cardiologists [Fatima Rodriguez](#), M.D. and [Maribel Hernandez](#), M.D. on Wed., Sept. 26 at 1:00 p.m. EST. To learn more about our free Spanish support programs, educational materials, and toll-free help line (800-676-6002) visit womenheart.org.

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About WomenHeart: The National Coalition for Women with Heart Disease

WomenHeart: The National Coalition for Women with Heart Disease is the nation's only patient centered organization serving the nearly 48 million American women living with or at risk for heart disease—the leading cause of death in women. Visit us online at womenheart.org.