



WOMENHEART
THE NATIONAL COALITION FOR
WOMEN WITH HEART DISEASE

FOR IMMEDIATE RELEASE

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WomenHeart PSA on Cholesterol Awareness Wins Silver Telly Award

Washington, D.C. – WomenHeart: The National Coalition for Women with Heart Disease has been named a Silver winner for its “[Cholesterol and Heart Health PSA](#)” in the category of Local TV – General Public Service PSA at the 41st Annual Telly Awards on May 27.

The PSA, which debuted in January 2020, raises awareness of the prevalence of high cholesterol in women and urges women to “pay attention now” to their numbers. Even for women who are intentional about developing healthy habits, it can be all too easy to ignore one’s cholesterol. The PSA makes clear the link between cholesterol and family history, heart disease and stroke and points viewers toward <https://www.womenheart.org/cholesterol/> for helpful resources.

“This PSA delivers an important message to women about the critical role of understanding their cholesterol to optimize their heart health” said Celia Gorre, CEO of WomenHeart. “We are honored by this recognition and hope that it helps to spread the word.”

Founded in 1979, The Telly Awards showcases excellence in video and television content across all screens and is judged by leading experts in media and production from Vice, Vimeo, Hearst Digital Media, BuzzFeed, A&E Networks and more.

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About WomenHeart: The National Coalition for Women with Heart Disease:

WomenHeart is the only patient centered organization serving the nearly 48 million women in the United States living with or at risk for heart disease—the leading cause of death in women.

WomenHeart is devoted to advancing women’s heart health through patient support, community education and advocacy. For more information, visit www.womenheart.org.