

Go Red For Women® National Casting Call Event Alert

- WHAT:** Go Red For Women's second annual nationwide casting call event, hosted by Andie MacDowell, will kick off on National Wear Red Day, February 6, 2009
- WHO:** Go Red For Women is looking for compelling stories of choice to help ignite heart-healthy action and inspire others. Women who share their stories have the chance to become spokeswomen -- representing the cause on GoRedForWomen.org, in media appearances, advertising, billboards, at events and possibly in a nationally televised special on women and heart disease, airing on NBC in the fall of 2009.
- WHEN/WHERE:** Tell us your story on February 6, 2009!
- Time: From 7:30 a.m. – 3:00 p.m. EST
 - Venue: Grand Central Terminal's Vanderbilt Hall®
 - For those outside of NYC: Go to GoRedForWomen.org to find local casting call events or to submit your story online, starting February 6, 2009
- HIGHLIGHTS:** Event highlights to include:
- Appearance by Andie MacDowell, Go Red For Women celebrity supporter
 - Expert stylists from Macy's showing women how to 'Go Red' with the latest makeup and accessories
 - Complimentary health screenings provided by Merck & Co., including total cholesterol, blood pressure, and Body Mass Index (BMI), allowing women to learn their critical health numbers
 - Display of the red dress design finalists from the Macy's and American Heart Association Fashion Institute of Technology (FIT) Red Dress Competition
 - Opportunity to support Go Red For Women and take the Go Red Heart CheckUp
 - Exclusive Go Red giveaways and more!
- WHY:** Heart disease is the No. 1 killer of women, but is largely preventable if women make the right choices for their hearts.
- **Eighty percent of cardiac events in women could be prevented if women make the right choices for their hearts**, involving diet, exercise and abstinence from smoking
 - Cardiovascular disease kills approximately **450,000 women each year**, which is **about one every minute**.
 - More women die of cardiovascular disease than the **next five causes of death combined**, including all forms of cancer.
 - Sixty-four percent of women who die suddenly of coronary heart disease have no previous symptoms.

Additional

Information: Visit GoRedForWomen.org for official casting call rules and to submit stories online. Go Red For Women is nationally sponsored by Macy's and Merck & Co., Inc. For additional information please contact:

Accredited Media Inquiries Only:

Megan Lozito, American Heart Association
214-706-1359; Megan.Lozito@heart.org

Allie Holmes, Edelman
212-819-4820; Allie.Holmes@edelman.com

Consumer Inquiries:

The American Heart Association
1-800-AHA-USA1; or visit americanheart.org