

FOR IMMEDIATE RELEASE:

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SAVE THE DATE:**Friday, February 4, 2011 is National Wear Red Day****The American Heart Association Raises Awareness About Heart Disease,
The No. 1 Killer of Women**

WHAT: Friday, Feb. 4, 2011 is National Wear Red Day, the one day a year when red becomes the most fashionable color in Central Illinois. The American Heart Association encourages Central Illinois residents to show their support for the Go Red For Women movement by wearing red that day. Whether it is a red dress, a red t-shirt, a red dress pin or red lipstick, show the world you passionately support the American Heart Association's movement to save women's lives.

WHY: Heart disease is the No. 1 killer of women in America. Go Red For Women calls for women to speak up against heart disease and take charge of their health to live stronger, healthier lives. To learn more about Go Red For Women, visit www.ChampaignGoRedForWomen.org. Commonly believed to be a "man's problem," one in three women have some form of cardiovascular disease. In fact, cardiovascular diseases, including stroke are the No. 1 killer of Illinoisans, and in Champaign County, they accounted for 31.3 percent of all deaths in 2006 (latest statistics available).

###**About Go Red For Women:**

Since 2004, Go Red For Women has captured the energy, passion, and intelligence of women to work collectively to wipe out heart disease – the No. 1 killer of women. Today, we want millions of women across America to take heart disease personally. Go Red For Women engages these women – and the men who love them – to embrace the cause. Healthcare providers, celebrities, and politicians also elevate the cause and spread the word about women and heart disease. For more information about Go Red For Women, please call 1-888-MYHEART (1-888-694-3278) or visit www.GoRedForWomen.org. The movement is nationally sponsored by Macy's and Merck.

