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Annual Go Red For Women luncheon hits new heights in its eighth year

PHILADELPHIA – The color red represents action, confidence, courage and vitality. In the world of fashion, a line in red marks a bold move. All of these adjectives accurately describe the symbol of the Go Red For Women® (GRFW) movement. The little red dress carries with it a badge of honor: the badge of survival.

On May 20, over 700 women — some survivors, all supporters — were called together for one common goal: to raise funds and awareness for the number one killer of women in Philadelphia and all across the country. Sponsored nationally by Macy’s and Merck, and locally by Main Line Health, the 8th annual Go Red For Women luncheon was an amalgamation of women in business and community leaders. Rapt listeners heard the stories of triumph and survival and pledged their support to the tune of \$975,000.

Yearly, more than 200 Go Red luncheons take place all across the country, from New York to Los Angeles. Currently Philadelphia ranks number one in funds raised to support this movement.

The money raised from this year’s luncheon represents a 24 percent increase from the same event held in 2010. “Woman of Heart” honoree Gale Y. Given, President, Verizon PA also expressed the need to continue to raise money for heart disease and stroke research and education. Cardiovascular disease, including stroke, claims the lives of more American women than the next five leading causes of death combined — a total of nearly 500,000 deaths each

year. The GRFW movement was designed to educate women about their risk and seeks to dispel the myth that heart disease is an “older man’s disease.”

The 2011 GRFW luncheon was emceed by NBC 10’s evening anchor, Renee Chenault-Fattah and was co-chaired by Executive Leadership Team members Michelle A. Barry, Penn Mutual, Abbe F. Fletman, Flaster/Greenberg PC and co-chaired by Corporate Leadership Team members Rosemary Loverdi, Dilworth Paxson and Linda Galante, Stradley, Ronon, Stevens, and Young. Donna M. Phillips of Main Line Health is the Philadelphia Goes Red Champion.

About the American Heart Association

Founded in 1916, we’re the nation’s oldest and largest voluntary health organization dedicated to building healthier lives, free of heart disease and stroke. To help prevent, treat and defeat these diseases — America’s No. 1 and No. 2 killers — we fund cutting-edge research, conduct lifesaving public and professional educational programs, and advocate to protect public health. In Southeastern Pennsylvania alone, the association is currently investing more than \$10 million in research. To learn more or join us in helping all Americans, call (610) 274-6000, (800) 541-8700 AHA-USA (national) or visit www.heart.org/philadelphia.

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