

# Go Red For Women Brings Nationwide Casting Call to Hayward

*American Heart Association Invites Women to Share Heart Health Stories*

**WHO:** Go Red For Women is calling on real women from across the country to share their heart health stories on videotape. By participating in the Hayward casting call hosted by St. Rose Hospital, women will get the chance to audition to become spokeswomen for the cause – representing Go Red For Women on our website, in our marketing materials, at events and possibly in a television special.

**WHAT:** For every heart, there is a story. That's why the Go Red For Women movement is looking for survivors, family members, friends or heart health professionals to share their stories at Go Red For Women Casting Calls around the country.

**WHEN:** 4 to 6 p.m., Wednesday, Oct. 7, 2009.

To request an appointment for your taping, call 415-433-2273 or email [Jill.Diaforli@heart.org](mailto:Jill.Diaforli@heart.org). Please include a brief version of your heart story as well as a photo. As many requests as possible will be accommodated. If time permits, some walk-ins may be accommodated.

**WHERE:** St. Rose Hospital in the Grand White Tent, 27200 Calaroga Ave., Hayward

Casting call will take place concurrently with the Hayward/Union City Chamber of Commerce Business Expo. Non-Chamber members are invited to participate.

**COST:** Free

**WHY:** Heart disease is not just a man's disease, which is why Go Red For Women is in its sixth year of building awareness of heart disease among women.

- Heart disease is the No. 1 killer of women age 20 and over, but it is largely preventable. And only 1 in 5 women believes heart disease is her greatest health threat.
- More women die of cardiovascular disease than the next five causes of death combined, including all forms of cancer.
- Choosing to take care of our hearts can help us beat the No. 1 killer of women.
- Research shows that women who "Go Red" by joining the movement at [www.GoRedForWomen.org](http://www.GoRedForWomen.org) are more likely to make healthy choices.

For example:

- More than 40 percent have lost weight.
- More than half have increased their exercise.
- Six out of ten have changed their diets.

- 53 percent have checked their cholesterol levels.
- One third have investigated their family's history of heart disease or talked to their doctors about their personal heart risks.

**SPONSORS:** Go Red For Women is nationally sponsored by Macy's and Merck. The Bay Area Hometown Sponsor is Abbott.

**ABOUT THE AMERICAN HEART ASSOCIATION:** Founded in 1924, the American Heart Association today is the nation's oldest and largest voluntary health organization dedicated to building healthier lives, free of heart disease and stroke. To learn more, call 1-800-AHA-USA1 or visit [americanheart.org](http://americanheart.org).

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