

FOR IMMEDIATE RELEASE

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Get Energized: Choose To Move helps busy women find time for fitness and gain energy

American Heart Association offers FREE physical activity program

DALLAS, January 7, 2002 – Car pools, meetings, work, household responsibilities, family commitments, social events, community activities. All these and more fill the “to-do” lists of women across America. Life keeps getting busier, and because women are often the busiest members of the family, sometimes they put their own health at risk through lack of physical activity and poor nutrition because they simply don’t have the time or energy to focus on these things. Lack of physical activity and poor diet are known risk factors for developing cardiovascular disease, the number one cause of death for women. Side benefits of increased activity and healthier diet include increased energy levels, improved self-image, reduced stress and a personal sense of well being.

Choose To Move--sponsored by Bayer Aspirin, maker of the new Bayer Women's Aspirin Plus Calcium--is the American Heart Association's FREE 12-week physical activity program created especially for busy women, **Choose To Move** helps women recognize small, manageable changes that they can easily fit into their lifestyle and individual schedules. No gym membership or expensive equipment is required. In fact, enrollment in this self-administered fitness program is as simple as calling **1-888-MY HEART** or by logging on to www.choosetomove.org. Through the program, women learn how to increase their physical activity and how to make wise nutrition choices without adding to the stress of “one more thing to do.”

“Being more physically active helps me stay fit and gets me energized so I can do everything I need to do,” says Dominique Dawes, Olympic Medal Gymnast and American Heart Association **Choose To Move** spokeswoman. “Plus, I’ve learned the importance of regular exercise to keep my heart healthy.”

The goal of the **Choose To Move** program is to encourage all women to be physically active for at least thirty minutes most days of the week.

Women at all physical fitness levels are invited to enroll in **Choose To Move’s** individual 12-week program based on their own fitness level. Beginners, who for the most part may be sedentary, can enter at the introductory “Mover” level. Women who are a little more

physically active join the program at the intermediate “Strider” level. Women who have been physically active five or more times a week for more than six months can participate in the advanced “Trailblazer” level. After completing one 12-week phase and a self-evaluation, participants can continue in the program and move up to the next level.

Women will love the self-pace of **Choose To Move** and find it a key to their success in the program. Following registration, each participant will receive a program book filled with tips and tools to help them achieve their fitness goals.

Tools include:

- a weekly activity schedule
- news about women and heart disease
- weekly at-a-glance topics
- recipes from American Heart Association cookbooks

In addition, each participant will receive regular communications via e-mail.

“Often women do not recognize their risk of cardiovascular disease. They think it is a disease that happens later in life. Heart disease prevention is a ‘now’ problem, and ‘later’ may be too late,” explained Rita F. Redberg, M.D., M.Sc., American Heart Association **Choose To Move** program volunteer science advisory and Associate Professor of Medicine at UCSF and Research Director of the UCSF National Center of Excellence in Women's Health.

Women are invited to sign up to participate in the free **Choose To Move** program by calling **1-888-MY HEART** or by logging on to www.choosetomove.org.

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About the American Heart Association:

The American Heart Association spent about \$382 million during fiscal year 2000-2001 on research support, public and professional education, and community programs. Nationwide, the organization has grown to include more than 22.5 million volunteers and supporters who carry out its mission in communities across the country. The association is the largest nonprofit voluntary health organization fighting heart disease, stroke and other cardiovascular diseases, which annually kill about 960,000 Americans. For more information about heart disease and stroke, call 1-800-AHA-USA1 or visit our Web site at americanheart.org.

About Bayer Aspirin:

The American Heart Association supports the use of aspirin along with a regimen of diet, exercise and smoking cessation to reduce the risk of recurrent heart attack and stroke. Bayer Aspirin maker of the new Bayer Women's Aspirin Plus Calcium is proud to sponsor the American Heart Association's Choose To Move physical activity program for women.