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**Free 12-week program helps new brides stay fit, healthy**

*‘Choose To Move’ encourages women to live a longer, happier married life*

Dallas, September 20, 2005 – Every bride wants to look perfect on her wedding day. But when the honeymoon is over and her motivation to work out and eat healthy starts winding down – extra pounds can start adding up.

Newlyweds caught in this predicament can fight back through the American Heart Association’s Choose To Move program. This free 12-week plan shows women how to make physical activity and healthy eating part of their daily routine.

Choose To Move’s self-paced routine gives women practical tips for juggling the stress of being a newlywed, and other daily responsibilities. Women also receive information on how to lower their risk for heart disease and stroke.

“Choose To Move is perfect for women who have worked to get fit for their wedding day and want to stay fit for life. It can help any woman who feels tired, low on energy and thinks living healthfully is difficult, time-consuming or expensive,” said Rita F. Redberg, M.D., M.S.C., FAHA, professor of medicine in the cardiology division at the University of California–San Francisco Medical Center.

Choose To Move was developed by the Cooper Institute for Aerobics Research in Dallas and is sponsored by the Almond Board of California and the Mrs. Dash® brand. The program is part of the American Heart Association’s Go Red For Women campaign to raise awareness about cardiovascular disease, women’s No. 1 killer. Choose To Move inspires women to develop daily heart-healthy habits and turn increased awareness into increased activity.

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Choose To Move participants receive proven strategies that build healthy habits into their daily lifestyle. The tips don't require extra time or money:

- Focus on specific, realistic short-term goals that you can add to each week to keep yourself motivated. Reward yourself as you reach your daily/weekly goals.
- Be conscious about what you eat. If you tend to grab a candy bar on the run, plan ahead. Carry a healthy snack, such as a handful of roasted almonds, fruit or homemade snack mix made with a salt-free seasoning blend.
- Get your spouse to go on a play date with you. Fitting in fitness is great for togetherness, plus you have the added benefit of extra time to discuss everyday life and future plans.
- When you get home from the grocery store, chop your fresh produce right away and store it in airtight containers in the fridge. Doing that eliminates prep work for the rest of the week and makes it much more likely that you'll use what you bought.

“Choose To Move is a road map to living more healthfully in a well-rounded way,” said Redberg, who is also an American Heart Association volunteer. “It was developed to help women reduce the risk of heart disease and stroke, but it is excellent for promoting a healthy lifestyle for the average couple. The program keeps in contact with women for the first 12 weeks, helping them incorporate small, effective and enjoyable changes into their lives. At the end of 12 weeks, women retain the confidence and skills they have learned to continue on their own, with more energy and a better life.”

Women who register for Choose To Move receive:

- A free, easy-to-follow handbook to increase physical activity
- Nutrition tips and tasty recipes for healthful eating
- Weight management tips, including success stories and information through e-newsletters
- Important facts on heart disease and stroke

To register, visit [www.americanheart.org/choosetomove](http://www.americanheart.org/choosetomove) or call 1-888-MY-HEART (1-888-694-3278).

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Since 1924 the **American Heart Association** has helped protect people of all ages and ethnicities from the ravages of heart disease and stroke. These diseases, the nation's No. 1 and No. 3 killers, and other cardiovascular diseases, claim over 927,000 American lives a year. The association invested more than \$439 million in fiscal year 2003-04 for research, professional and public education, and advocacy so people across America can live stronger, longer lives.

The **Almond Board of California** is a sponsor of the American Heart Association's **Choose To Move** program. The Board administers a grower-enacted Federal Marketing Order under the supervision of the United States Department of Agriculture. Established in 1950, its charge is to promote the best quality almonds, California's largest tree nut crop. For more information on the Almond Board of California or almonds, visit [www.AlmondsAreIn.com](http://www.AlmondsAreIn.com).

The **Mrs. Dash®** brand is a sponsor of the American Heart Association's **Choose To Move** program. Every product from Mrs. Dash is made with a unique combination of 14 natural herbs and spices that is salt-free with no MSG. Mrs. Dash 10-Minute Marinades are the latest addition to the Mrs. Dash family of products. Visit [mrsdash.com](http://mrsdash.com) for hundreds of delicious, low-salt recipes.