

MEDIA ALERT

Real Women Choose To Move!

WHAT: The Challenge has begun! The American Heart Association is challenging today's women to love their heart by choosing to move.

WHO: In a nationwide search, seven women from all ages, ethnicities and backgrounds were hand-selected to take the Choose To Move Challenge. Join these courageous women as they embark on a 12-week physical activity and healthful eating journey. They will share their experiences by blogging online weekly and posting video diaries on the Choose To Move Web site.

WHEN: March 5 is the day...the day to move. At the end of the 12 weeks, the women will join a special celebrity spokesperson and the American Heart Association's Dr. Jennifer Mieres, Director of Nuclear Cardiology at NYU, for a national satellite media tour. The women's never-heard-before results will be broadcast to America from New York City.

WHY: A Choose To Move survey found that 98 percent of women believe physical activity impacts their health, yet only one in ten women includes adequate physical activity in her weekly routine. The majority of women surveyed do not realize that being physically active is as important to their heart health as other risk factors like high blood pressure or high cholesterol – or even smoking.

We look forward to having you and your readers join the Choose To Move Challenge and follow these women as they strive to improve their heart health and become role models for women everywhere.

Choose To Move is part of the American Heart Association's **Go Red For Women** movement, which raises women's awareness that heart disease is their No. 1 killer, and helps them take action to reduce that risk. Choose To Move is sponsored nationally by Mrs. Dash Salt-Free Seasoning Blends.

Contact:

Megan Lozito: 214.706.1359 (megan.lozito@heart.org)

Katie Bell: 214.706.1345 (katie.bell@heart.org)

Leslie Holland: 214.706.1438 (leslie.holland@heart.org)



Go to www.choosetomove.org