

MEDIA ALERT



Real Women Net Positive Results with *Choose To Move*™!

WHAT: Choose To Move™ is the American Heart Association's free 12-week challenge that encourages women to pursue a healthy lifestyle despite today's overwhelming demands.

WHO: A nationwide search by The American Heart Association identified seven "real women" from different walks of life to lead this challenge and inspire women across the country via blogs and video diaries. With a **combined loss of more than 60 pounds and an average increase of 5,000 steps per day**, these women decreased their risk for heart disease and discovered the benefits of developing a healthy lifestyle by *choosing to move*.

WHEN: On June 26, these seven real women will join **Marie Osmond** and Dr. Mieres on Choose To Move's media tour in New York. 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.

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



www.choosetomove.org