

# Go Red for Women

A CHARITABLE SECTION INSERTED INTO *PARK CITIES PEOPLE*,  
*PRESTON HOLLOW PEOPLE* AND *OAK CLIFF PEOPLE*.



Heart disease, stroke, and other cardiovascular diseases claim the lives of nearly half a million women each year. **Go Red for Women** harnesses the energy, passion, and power women must gather to collectively wipe out heart disease.

## Did you know?:

- Cardiovascular disease (CVD) kills more than 480,000 women a year, about one per minute.
- Coronary heart disease is the No. 1 killer of women over age 25.
- One in 2.6 female deaths are from CVD, compared with one in 30 from breast cancer.

The section will include stories about local survivors, women, and CVD statistics, as well as heart attack and stroke warning signs for women. Readers will find out how to get involved with groups like Women With Heart, and local **Go Red** events. The main message is to join the **Go Red for Women** movement, know your risks, and to become aware that women need to love their hearts.

**Space Deadline:** January 22, 2012

**Camera Ready Art:** January 25, 2012

**Issue Date:** February 3, 2012

## Added Value:

- Sponsorship recognition for Go Red for Women Luncheon, Stiletto Strut and Cotes du Coeur
- Listing on American Heart Association web site (Time and Space TBD)
- Mention in American Heart Association Press Kit (specifics TBD)
- Four tickets to the Go Red luncheon
- Two tickets to Stiletto Strut
- "Go Red" activities included in media and publicity efforts around the metroplex for National Wear Red Day and National Heart Month

For more information, please contact your marketing consultant at 214-739-2244 or email [advertising@peoplenewspapers.com](mailto:advertising@peoplenewspapers.com)

750 NORTH ST. PAUL STREET • SUITE 2100 • DALLAS, TX 75201 • PH: 214.739.2244 • FAX: 214.594.5779  
[WWW.PARKCITIESPEOPLE.COM](http://WWW.PARKCITIESPEOPLE.COM) • [WWW.PRESTONHOLLOWPEOPLE.COM](http://WWW.PRESTONHOLLOWPEOPLE.COM) • [WWW.OAKCLIFFPEOPLE.COM](http://WWW.OAKCLIFFPEOPLE.COM)

 Park Cities People

 Preston Hollow People

 Oak Cliff People