

Media Release

GO RED AND SAVE YOUR HEART

Go Red for Women is an international movement aimed at increasing awareness amongst women of the risk factors and signs of heart disease. The Heart and Stroke Foundation SA (HSFSA) will be hosting a Go Red for Women Wellness Workshop on 19 September at the Riverside Hotel in Durban, to raise funds and awareness of this campaign.

“Women still see heart disease as a man’s disease, so it is my hope that this event, while being fun and entertaining, will be eye-opening and educational for all who attend,” said Adeliah Jacobs, Go Red for Women Brand Manager, HSFSA.

Dr Pravin Maharaj, a renowned Cardio-thoracic surgeon at Life Westville Hospital, will provide important information on empowering you to save your heart, and much loved Women24.com Editor, Sam Wilson, will present on “*A Girl’s Guide to Liking Yourself*”. Ladies will also be in the company of well known East Coast Radio DJ, Dave Guselli, as Master of Ceremonies for the Wellness Workshop.

“We are excited to be partnering with the Heart and Stroke Foundation SA once again and we believe the Go Red for Women Wellness Workshops will go a long way towards encouraging women, their partners, friends and family members to make healthier lifestyles choices. Cigarette smoking is one of the biggest risk factors for heart disease and stroke, so we encourage women to consider quitting. Nicorette has a wide range of nicotine replacement therapy products to suit the individual needs of smokers and has a 25-year clinically proven treatment track record”, said Vanessa Sew Chung Hong, Brand Manager for Nicorette, national sponsor of the Go Red for Women Wellness Workshops.

Ladies are asked to wear red for the event to show their support for women’s heart health.

Guests will receive the following at the Wellness Workshop:

- A free gift from Elizabeth Arden to the value of R200
- A goodie bag filled with gifts from our partners
- A free copy of the award-winning magazine *heart*
- A free Go Red for Women Pin
- Free membership to the Go Red for Women Movement with incredible discounts from partners
- A delicious and nutritious heart healthy breakfast
- Chances to win oodles of exciting prizes
- An auction of exciting, exclusive paintings

This amazing package, valued at over R1000, is yours for only R230 per person! Corporate tables of ten are selling at R1950 (excl VAT).

For more information and to secure your seat contact Evashnie Kanny on Tel: 031 261 9055, email evashnie@heartfoundation.co.za or visit www.goredforwomen.co.za

ENDS.

Note to Editor: Visuals available upon request.

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The Heart and Stroke Foundation SA

The Heart and Stroke Foundation South Africa is a community-based organisation established to reduce the incidence of heart disease and stroke in the population of South Africa by providing education and supporting vital research. For further information visit www.heartfoundation.co.za

Heart Facts

- Heart disease is not just a disease of older women. It is a leading cause of death for women aged 35 and older.
- Heart disease kills 6 times as many women as breast cancer.
- Heart disease has killed more women than men every year since 1984...and the death rate is rising.
- Women often experience milder symptoms of heart disease. About one-third of women have atypical symptoms of heart disease with no chest pain at all.
- Heart disease symptoms often go unrecognised and untreated in women. This results in more advanced vessel disease with a poorer outcome.
- Women who have heart attacks are twice as likely as men to die within the first few weeks after the event.
- 8, 1% of South African women smoke. Cigarette smoking is the no. 1 controllable risk factor for heart disease and is contributing to women's rising death rate from cardiovascular disease.
- A study confirmed the increased risk of fatal and nonfatal coronary events in female smokers with the heaviest smokers [>45 cigarettes/day] having 11 times the risk of women who had never smoked. Even light smokers [1-4 cigarettes/day] have more than twice the risk of coronary heart disease¹.
- After 1 year of smoking cessation, the excess risk of coronary heart disease mortality is reduced by about one-half and continues to decline with time².
- 48% of South African women follow an inactive lifestyle, causing the deaths of 26 South African women per day in 2000.
- 56% of women aged 15 years or older are classified as overweight or obese in South Africa.

¹ Bollinger, CT & Fagerstrom, KO (eds): The Tobacco Epidemic. Prog Respir Res. Basel, Karger, 1997, vol 28, pg 92

² Bollinger, CT & Fagerstrom, KO (eds): The Tobacco Epidemic. Prog Respir Res. Basel, Karger, 1997, vol 28, pg 92