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Heart to Heart Hospice and Oktibbeha County Hospital

Help Local Women Learn
The Heart Truth on National Wear Red Day
Local Activities Part of Nationwide Effort to Spread the Word
About Women and Heart Disease

Starkville, MS - As part of February's American Heart Month, Heart To Heart Hospice and Oktibbeha County Hospital today announced it will join thousands of Americans nationwide in celebrating National Wear Red Day on Friday by coming together to offer a lunchtime conference on women's heart health awareness. The event will be held on February 5th at the OCH Educational Facility. The event will begin at 11:30 AM and will include a heart healthy lunch for all attendees.

According to Tiwana O'Rear, Community Relations Director for Heart To Heart Hospice, "National Wear Red Day is a great opportunity to reach out to women in our community and alert them to their personal risk factors for heart disease. By wearing red and participating in this educational luncheon, we can all show our support for women and heart disease awareness."

This event is open to the public and anyone may attend. There will be door prizes given away as well as lots of valuable information, such as things to ask your doctor and heart healthy recipes, to take home after the conference.

Heart to Heart Hospice and OCH's National Wear Red Day activities are in partnership with *The Heart Truth*, a national awareness campaign for women about heart disease sponsored by the National Heart, Lung, and Blood Institute (NHLBI), part of the National Institutes of Health, U.S. Department of Health and Human Services. *The Heart Truth* launched the Red Dress as the national symbol for women and heart disease in 2002 to deliver an urgent wakeup call to American women. A simple Red Dress works as a visual red alert to get the message heard loud and clear: "Heart Disease Doesn't Care What You Wear—It's the #1 Killer of Women."

National Wear Red Day is an annual event held on the first Friday in February. The first observance, in February 2004, was announced at the White House. On National Wear Red Day, women and men across the country wear red to unite in the national movement to give women a personal and urgent wakeup call about their risk of heart disease. Everyone can participate in this life-saving awareness movement by showing off a favorite red dress, shirt, or tie, or by wearing the Red Dress Pin (available at www.heartruth.gov).

For more information on the event, or locations of other upcoming events, contact Tiwana O'Rear at 1-866-813-4731. For more information about National Wear Red Day activities and *The Heart Truth*, including downloadable materials on women and heart disease and ordering information for the Red Dress Pin, please visit www.heartruth.gov or call the NHLBI Health Information Center at 301-592-8573.