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**Heart to Heart Hospice and Baptist Memorial Hospital - Booneville**

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

**Booneville, MS** - As part of February's American Heart Month, Heart To Heart Hospice and Baptist Memorial Hospital – Booneville, today announced it will join thousands of Americans nationwide in celebrating National Wear Red Day by coming together to offer a lunch conference on women's heart health awareness. The event will be held on February 10th at Booneville First Baptist church located on 401 West Church St in Booneville. The event will begin at 12:00 PM. Lunch will be provided (RSVP is required for lunch to 662-720-0356).

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. Significant progress has been made increasing awareness among women that heart disease is their leading killer—from 34 percent in 2000 to 57 percent in 2006—but most women fail to make the connection between risk factors and their personal risk of developing heart disease. We hope this conference will help them make that connection and show them the changes they can make to decrease their risk factors."

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 Baptist Memorial Hospital'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](http://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.hearttruth.gov](http://www.hearttruth.gov) or call the NHLBI Health Information Center at 301-592-8573.