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## FOR IMMEDIATE RELEASE

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### ***American Heart Association challenges Upstate Women to Celebrate Life in Style and Join the “Go Red for Women” Movement***

*Mother-Daughter Fashion Show to Feature Local Heart Survivors*

**(Greenville) May 6, 2009-** The American Heart Association has announced the launch of the Go Red For Women Mother-Daughter fashion show. It's designed to demonstrate the importance of making the choice to stand together against heart disease in women. The mother-daughter models and fashions will take center stage on **Saturday May 16, 2009** at **Haywood Mall** (700 Haywood Road, Greenville) in front of Macy's. The event will include the opportunity to sign up for the national movement, educational information, a free drawing, mini yoga sessions and more from 11:30 am until 12:30 pm. The fashion show will begin at 12:30 pm and will feature the season's hottest clothing from Macy's and Go Red For Women items from shopheart.org.

This fashion show is not only a showcase for fabulous clothing, it is an opportunity to learn about the *choices* Upstate women are making to improve their heart health and live stronger, longer lives. The fashion show will be emceed by FOX Carolina Morning Anchor Stephanie Maxwell.

For more information about Go Red for Women visit [www.goredforwomen.org](http://www.goredforwomen.org).

Go Red for Women is nationally sponsored by Macy's and Merck, and is locally sponsored by Bon Secours Saint Francis Health System.

**About the American Heart Association** Founded in 1924, the American Heart Association today is the nation's oldest and largest voluntary health organization dedicated to reducing disability and death from diseases of the heart and stroke. These diseases, America's No. 1 and No. 3 killers, and all other cardiovascular diseases claim over 870,000 lives a year. In fiscal year 2005–06 the association invested over \$543 million in research, professional and public education, advocacy and community service programs to help all Americans live longer, healthier lives. To learn more, call 1-800-AHA-USA1 or visit [americanheart.org](http://americanheart.org).