

Go Red BetterU Fact Sheet

Although largely preventable, heart disease remains the No. 1 killer of women in the U.S. This spring, Go Red For Women® is launching Go Red BetterU, a free, 12-week online makeover that can save lives. Powered by the American Heart Association's research, BetterU provides guidance to transform overall health through small, simple choices.

Go Red BetterU is not about fad diets and new exercise trends, but rather a program that focuses on skills and information that help today's busy women lead their own lives, only better. Fewer than half of American women maintain a healthy weight, keep a heart healthy diet and get regular physical activity. Furthermore, millions of women struggle to get motivated to begin a health regimen, feeling they are too tired or just don't have time. Go Red BetterU gives women the choice to achieve a noticeably better state of well-being and heart health in just 12 weeks.

Research shows that eighty percent of heart attacks in women are preventable if women make the right choices for their hearts, such as changing their eating habits, getting regular exercise and managing their cholesterol and blood pressure. Alarming statistics on women and heart disease include:

- ♥ Cardiovascular disease kills approximately 450,000 women each year, which is about **one every minute**.
- ♥ While 1 in 30 American women die of breast cancer, about **1 in 3 die** from cardiovascular disease.
- ♥ More women die of cardiovascular disease than the **next five causes of death combined**, including all forms of cancer.

Go Red For Women hopes that Go Red BetterU will connect women committed to making healthier choices every day. The combined effect of even small choices can improve heart-health and impact longevity.

To provide needed support for participants, BetterU features the Go Red BetterMe Coaching Tool to keep participants on track. To help women meet their long and short term personal goals, the Go Red BetterMe Coaching Tool features include:

- ♥ Daily reminders and tips,
- ♥ Interactive videos from real women, and
- ♥ Links to journals and goals stored on GoRedForWomen.org

Additionally, the tool is downloadable to computer desktops, blogs, or even iGoogle personalized home pages for easy access.

Go Red For Women is nationally sponsored by Macy's and Merck & Co., Inc. The Go Red BetterMe Coaching Tool is nationally supported by Ocean Spray.

For more information about Go Red For Women, the Go Red BetterU program or to download the Go Red BetterMe Coaching Tool, please visit GoRedForWomen.org.

