

FOR IMMEDIATE RELEASE

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**Heartland Regional Medical Center
joins the Go Red For Women campaign
as Southern Illinois local partner.**

Campaign will educate women about risk of heart disease.

(Marion, IL) – The American Heart Association announces that Heartland Regional Medical Center will serve as a local partner for the Southern Illinois Go Red For Women Campaign. The partnership will educate local women about heart disease.

Go Red For Women is the American Heart Association's national movement that raises women's awareness of their risk for heart disease and helps them learn – and take action to reduce – their personal risk for heart disease. The Go Red For Women movement stresses the message that heart disease is women's leading cause of death ... a fact that most women do not take to heart. Go Red For Women harnesses women's energy, passion and power to band together and collectively wipe out heart disease.

"Heart disease is the number one killer of women in the Southern Illinois area and in all of Illinois," said Philip Dionne, CEO at Heartland Regional Medical Center. "This focus on women and heart disease allows Heartland Regional Medical Center to further our ongoing efforts to encourage women to love their heart all year long – for life."

"The American Heart Association is pleased to have a partner like Heartland Regional Medical Center to help communicate the important message of the Go Red For Women initiative," said Beth Walker, corporate events director for the American Heart Association's Southern Illinois region. "Their support will not only raise awareness, but will help to empower women throughout our region to take the necessary steps to reduce their risk for heart disease."

The Southern Illinois Goes Red partnership will include a series of events and tools to raise women's awareness of their risk for heart disease. To kick off the movement, Heartland Regional Medical Center will host a premiere party for the "Go Red For Women Presents: Choose to Live" NBC television special on Feb. 4, 2010, at the Marion Cultural and Civic Center. Doors open at 5 p.m. with screenings and refreshments. The show will air at 6 p.m.

The special, featuring Andie MacDowell and hosted by NBC's Hoda Kotb, aims to inspire women to take action by focusing on the personal stories of women choosing to prevent heart disease. Go Red For Women hopes that "Go Red For Women Presents: Choose to Live" can inspire women to choose to live better, speak up about heart disease and empower themselves to make the choice to live.

For more information about Go Red For Women visit www.GoRedForWomen.org. To learn more about the Southern Illinois Goes Red movement or to register for the premiere party call 618-998-7400. To reach the local American Heart Association call 618-983-3234.

About Go Red For Women

Since 2004, Go Red For Women has captured the energy, passion, and intelligence of women to work collectively to wipe out heart disease – the No. 1 killer of women. Today we want millions of women across America to take heart disease personally. Using the simple platform "Love Your Heart," Go Red For Women engages these women – and the men who love them – to embrace the cause. Healthcare providers, celebrities, and politicians also elevate the cause and spread the word about women and heart disease. For more information about Go Red For Women, please call 1-888-MY-HEART (1-888-694-3278) or visit www.GoRedForWomen.org. The movement is nationally sponsored by Macy's and Merck & Co., Inc.

