

In February 2004, the American Heart Month, the American Heart Association (AHA) launched the Go Red For Women® campaign as a critical step toward raising women's awareness that heart disease is the number one cause of death for women. Through this campaign, our goal is to empower women with the knowledge and tools they need to make positive lifestyle changes that will help reduce their risk of heart disease.



Signature Event Sponsor

HEALTHY WOMAN
A NORTHWEST HEALTH SYSTEM RESOURCE

The Go Red for Women® Event is an event to help the American Heart Association celebrate the vitality and energy of women! It is a fun and educational event. We serve a heart-healthy, delicious lunch, women from all over Northwest Arkansas mingle; learn about the number one and number three threats to women's health – heart disease and stroke, while discovering how to keep this silent epidemic at bay at one of the educational breakout sessions that are offered in the morning. There will be a purse auction for the attendees to browse and place bids prior to the beginning of the luncheon featuring a plethora of unique items. Proceeds will go to fund critical life-saving research and essential educational programs of the American Heart Association for women.

This year's Keynote speaker is Lisa Smartt. Lisa Smartt is a 46 yr. old woman who loves to laugh! Born in a small town in West Kentucky, she now writes a weekly humor column from her home outside Dresden, Tennessee.

Public speaking is Lisa's passion and she has spoken to groups around the country on subjects like "Contentment in a Discontent World" and "We're All in the Same Boat, So Grab a Lifeline." Lisa believes laughter is a gift and LOVES to share with others her personal weaknesses, struggles, and the sheer JOY of daily living!

- ♥ **Date: Tuesday, February 16, 2010**
- ♥ **Location:** The John Q. Hammons Convention Center in Rogers
- ♥ **Event Chair:** Jane Bullinger, Director of Sales, Quaker Foods & Snacks
- ♥ **Event Agenda**
 - 9:00 AM- 11:30 AM Go Red® Boutique Expo including Educational Workshops, Health Screens and the Purse-onalities Auction
 - 11:20 AM Purse-onalities Auction Closes
 - 11:30 AM Luncheon & Keynote Speaker Lisa Smartt
 - 1:00 PM Luncheon Adjourns

Please contact the American Heart Association for partnership opportunities or to purchase a ticket for this event. Tickets are \$60 each.

Heart disease in the state of Arkansas is the leading cause of death over the six next cause combined. Heart disease – is the No. 1 killer of women with one in three women having some form of cardiovascular disease. Go Red for Women offers an opportunity to be a part of a movement that makes a difference in the lives of others.

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