

Go Red for Women Plea Letter
TITLE: Faces of Cardiovascular Disease

Did you know that cardiovascular disease (CVD) is the leading cause of death among women and claims more women's lives than all cancers combined? In fact, nearly 45% of women over 20 are living with some form of CVD.

Women experience unique life stages, like pregnancy and menopause, that increase their risk of developing CVD over the course of their lifetime. However, most cardiovascular events can be prevented with lifestyle changes and education.

The new PSA, Faces of Cardiovascular Disease, from the American Heart Association's Go Red for Women movement, encourages women to learn more about their risk factors, such as high blood pressure, high cholesterol, and smoking, and take charge of their health.

This important new PSA raises the voices of women to raise awareness about their greatest health threat – cardiovascular disease.

By airing this PSA, you'll be supporting the American Heart Association's Go Red for Women campaign which serves as a catalyst for change to improve the lives of women globally.

To learn more visit, <https://www.goredforwomen.org>

Length: :15, :30

Language: English

Sponsor: American Heart Association

Target Audience: General Markets, Women