

Go Red for Women Plea Letter

TITLE: How The American Heart Association (AHA) Shines a Light on the Impact of Cardiovascular Disease in Women, *At Any Age*

Did you know, nearly 45% of women over age 20 are living with some form of cardiovascular disease (CVD)?

Women experience unique life stages, like pregnancy and menopause, that increase their risk of developing CVD over the course of their lifetime. For example, CVD is the No. 1 killer of new moms and can pose a threat to women's heart health during pregnancy and later in life. And with many women living longer, most will spend up to 40% of their lives postmenopausal, making it even more important to focus on heart and brain health as early as possible.

The At Any Age PSA from the AHA's Go Red for Women movement encourages women to learn more about how cardiovascular disease can pose a threat to their heart health every age, stage, and season of their lives.

By airing this PSA, you'll be supporting the American Heart Association's Go Red for Women movement by raising awareness about women's greatest health threat- cardiovascular disease.

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

Length: :30 TV

Language: English

Sponsor: American Heart Association

Target Audience: General Markets, Women