



**American  
Heart  
Association.**

Go Red for Women Plea Letter

TITLE: How The American Heart Association (AHA)'s Go Red for Women Movement is helping moms everywhere, in the fight against cardiovascular disease (CVD)

Moms, grandmothers, aunts – they have a lot on their plates. Between taking care of children, and keeping up with work, activities, pets, housework and more, it can feel overwhelming. And we know that taking care of themselves and their health sometimes comes last on their list. But this must change because their lives can depend on it.

Did you know?

- Cardiovascular disease is the No.1 killer of women.
- 45% of women over the age of 20 are living with some form of cardiovascular disease.
- Only 44% of women are aware that cardiovascular disease is their leading cause of death.

But there is good news. The Mom Life PSA from the AHA's Go Red for Women movement encourages women to learn more about how cardiovascular events can be prevented with lifestyle changes and education by providing simple tips and tools for moms with kids of all ages related to nutrition, staying active, reducing stress, getting quality sleep and more.

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, [goredforwomen.org/MomLife](http://goredforwomen.org/MomLife)

Length: :30 TV; :15 and :30 radio

Language: English

Sponsor: American Heart Association

Target Audience: General Markets, Women