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## **MEDIA ALERT / PHOTO OPPORTUNITY**

### **Mothers, Daughters, Girlfriends, Businesswomen, and Friends will Join the American Heart Association at the Go Red for Women Education Day**

**October 28, 2011, 9:30am to 1:30pm, Antlers Hilton, Colorado Springs, CO**

**WHAT:**

2011 Go Red for Women Education Day

Take your seat at the table with other outstanding and dedicated women and men. Listen to survivor stories, take action on the expert advice and share in the commitment to fight the #1 killer of women. The event focuses on three areas to support the fight against heart disease in women; heightening awareness of the issue, creating a passionate call-to-action, and generating funds to support education and research. For more information and to purchase tickets visit [www.CSGoRedLuncheon.org](http://www.CSGoRedLuncheon.org) or call 719-635-7688.

**WHEN:**

October 28, 2011

**9:30am** – Registration Opens

**9:30am to 12:00pm** – Health Screenings and Heart-Healthy Expo including interactive displays, fitness demonstrations, and a silent auction.

**12:00pm to 1:30pm** – Heart Healthy Luncheon and Program, featuring keynote speaker, Mary Lou Makepeace.

**WHO:**

Business women from local companies, grandmothers, aunts, mothers and daughters from all walks of life will make up 500 women who will be wearing red and learning how to take charge of their heart health. Local heart disease and stroke survivors will share their personal, life-altering stories.

**WHY:**

41 million American women are living with cardiovascular disease.

Heart disease is 80% preventable. Together we can encourage women to make lifesaving lifestyle changes or learn how their family history plays a role in their ongoing health. Join the American Heart Association in the fight against heart disease; the No. 1 killer of women. Education – and action – can save mothers, best friends and sisters everywhere. We must work together to help women and their families live longer, healthier lives.

**AGENDA:**

**9:30 am –12:00pm**

- **Health Screenings:** Glucose, Cholesterol, Blood Pressure, & more
- **Interactive booths & demonstrations**

**9:30am -12:00pm**

- **Silent Auction featuring an array of exciting items**

**Noon – 1:30 pm**

- **Luncheon and Program—Emcee's:** Shannon Brinias, and Captain Dan
- **Keynote Speaker:** Mary Lou Makepeace

Mary Lou Makepeace has been an important part of the Colorado Springs community for many years. She has inspired and motivated many women to be the best they can be and advocate for themselves. Ms. Makepeace has been a teacher, a caseworker working with child abuse victims, an executive director, and served as the first female mayor of Colorado Springs from 1997 to 2003. Today, Mary Lou Makepeace is the vice president of the Gay & Lesbian Fund for Colorado.

- **Heart Disease Survivor Speaker-Beth Pritts**

**1:30pm – 2:30pm**

- **Silent Auction checkout**

**CONTACT:**

Advanced reservations required. For more information and to purchase tickets online, visit [www.CSGoRedLuncheon.org](http://www.CSGoRedLuncheon.org) or call 719-635-7688.



# 2011 Go Red For Women Education Day

## Keynote Speaker



**Mary Lou Makepeace**

Mary Lou Makepeace is currently the vice president of the Gay & Lesbian Fund for Colorado. She joined the Gill Foundation as the director of the Gay & Lesbian Fund for Colorado in December 2003. In this role, she oversees the fund's programs, builds alliances with Colorado communities and other nonprofits, and directs the fund's staff and policy.

Prior to joining the Gill Foundation, Mary Lou was the executive director for Leadership Pikes Peak, where she managed an array of community leadership programs designed to develop leadership skills and promote civic involvement. She was the first female mayor of Colorado Springs, serving from 1997 to 2003. As mayor, she led a nine-member city council, served as chairman of the board of Colorado Springs Utilities and provided oversight to city-owned Memorial Hospital. In addition, she is an adjunct faculty member for the Center for Creative Leadership at the University of Colorado at Colorado Springs, as well as running the Mary Lou Makepeace Group.

From 1974 to 1982, Mary Lou was a caseworker working with child abuse cases, and an administrator for the El Paso County Department of Social Services. She then served as executive director of the Community Council of the Pikes Peak Region, assisting in the development of the Montgomery Center for the homeless, Project Cope to assist low income and elderly with utility bills, and the award-winning Golf Acres Senior Services Complex. She led the child placement agency, STAY, Inc., from 1995-1997, providing out of home placement services to troubled adolescents.

Her experience also includes being a teacher at the American School in Tananarive, Madagascar; assistant to the Defense Attaché at the American Embassy in Prague, Czechoslovakia following the Soviet invasion; and the adult education officer at Ramstein Air Force Base in Germany.

Mary Lou has served on a variety of state, local and national committees, including the Colorado Space Advisory Committee, the Policy Advisory Council of the American Public Power Association, the Energy Committee of the U.S. Conference of Mayors, and the Leadership Training Council of the National League of Cities. Mary Lou attended the Program for Senior Executives in State and Local Government at Harvard University, and holds a Masters of Public Affairs from the University of Colorado and a bachelors degree in journalism from the University of North Dakota.

## **General Facts**

- Heart disease is the No. 1 cause of death among women 20 and older, killing about one woman every minute.
- More women die of heart disease than the next four causes of death combined, including all forms of cancer.
- One in three American women die of cardiovascular diseases, compared to one in 30 women who die of breast cancer.
- Ninety percent of women have one or more risk factors for developing heart disease.
- More than half of the 76.4 million Americans with high blood pressure are women.
- An estimated **62%** of American women are overweight and obese.
- Heart attack, stroke and other cardiovascular disease claim the lives of over a **460,000** women each year – approximately 1 death per minute among females in the US.
- Non-Hispanic black and Mexican American women have **higher rates** for some heart disease and stroke risk factors than non-Hispanic white women.

## **Common symptoms women may experience when having a cardiac event include:**

- Uncomfortable pressure, fullness, squeezing or pain in the center of the chest lasting more than a few minutes.
- Pain spreading to the shoulders, neck or arms. The pain may be mild to intense. It may feel like pressure, tightness, burning, or heavy weight. It may be located in the chest, upper abdomen, neck, jaw, or inside the arms or shoulders.
- Chest discomfort with lightheadedness, fainting, sweating, nausea or shortness of breath.
- Anxiety, nervousness and/or cold, sweaty skin.
- Paleness or pallor.
- Increased or irregular heart rate.
- Feeling of impending doom.

**Heart disease can be prevented.** In fact, research shows that 80 percent of cardiac events in women may be prevented if women make the right choices for their hearts, involving diet, exercise and abstinence from smoking. You can Make It Your Mission to help stop heart disease by:

- Knowing your numbers.
- Visiting your doctor once a year.
- Getting 30 minutes of exercise daily.
- Stopping smoking.
- Eating healthy.

