

# PRESS RELEASE

## FOR IMMEDIATE RELEASE

February 1, 2008

### Contact:

Ricardo Contreras

956-318-2200, ext 6239 (day)

956-343-2633 (evening)

[ricardo.contreras@co.hidalgo.tx.us](mailto:ricardo.contreras@co.hidalgo.tx.us)

## HIDALGO COUNTY DISTRICT CLERK'S OFFICE GOES RED FOR WOMEN & THE AMERICAN HEART ASSOCIATION

**Edinburg, Texas** – Today, **Laura Hinojosa** and the Hidalgo County District Clerk's Office are joining thousands of communities and organizations across America in support of the American Heart Association's *Go Red For Women* movement by wearing red to increase awareness of heart disease.

"Our participation in National Wear Red Day is to raise awareness of a preventable disease," said Hinojosa. "We have hundreds of people that visit our office and many ask why we're wearing red. This has allowed us to engage in conversation about the American Heart Association's efforts. This movement is a prime example of our community's commitment to improving the quality of life in the Rio Grande Valley."

This year the District Clerk's office offered an additional incentive for employees to participate by allowing them to wear red and jeans to work in exchange for a \$5 donation to the American Heart Association. Staff will be permitted to wear jeans every Friday for the remainder of the quarter in exchange for their contribution.

"Many women remain unaware that heart disease is their No. 1 killer, even though more than 42 million American women are living with one or more types of cardiovascular disease," said Nieca Goldberg, M.D., Go Red For Women spokesperson, author and medical director of the New York University Women's Heart Program. "According to the most recent data, cardiovascular disease caused approximately one death per minute among females. That is why the American Heart Association's Go Red For Women movement seeks to build awareness of this deadly disease and challenge women to take action to reduce their personal risk."

Alarming heart health statistics include:

- **One in three** women has some form of cardiovascular disease.
- Cardiovascular disease kills **approximately 460,000 women per year**.
- More women die of cardiovascular disease than the **next five causes of death combined, including cancer**.

Since 2004, Go Red For Women has captured the energy, passion, and intelligence of women to work collectively to wipe out heart disease. Using the simple platform "Love Your Heart," Go Red For Women engages these women - and the men who love them - to embrace the cause. Healthcare providers, celebrities, and politicians also elevate the cause and spread the word about women and heart disease. For more information about Go Red For Women, please call **1-888-MY-HEART (1-888-694-3278)** or visit [GoRedForWomen.org](http://GoRedForWomen.org).

###