



HEART HEALTH

Know The Facts About The Risk Of Heart Disease In Women

(NAPSA)—Although most women do not consider themselves at risk for heart disease, the reality is that almost eight times more women die of heart disease than breast cancer, according to the National Heart, Lung, and Blood Institute (NHLBI), part of the National Institutes of Health.

While results from a recent American Heart Association survey show that awareness of heart disease as women's number-one killer is at an all-time high (from 34 percent in 2000 to 55 percent in 2005), statistics reveal that most women still fail to make the connection between the risk factors and developing heart disease.

According to the NHLBI, just by leading a healthy lifestyle—such as maintaining a healthy weight, exercising regularly and eating right—Americans can lower their risk of heart disease by as much as 82 percent. But, regrettably, WomenHeart, a national patient advocacy organization, reports that only 3 percent of American women take these steps toward prevention.

Many companies are joining in to help make a difference in the fight against heart disease. In fact, Cheerios is partnering with NHLBI and WomenHeart through *The Heart Truth* campaign to educate women about their risk of heart disease.

Starting in January 2007, the



Cheerios Circle of Helping Hearts campaign will donate \$1 to WomenHeart (up to \$500,000) for every online code entered by consumers at www.cheerioshelpinghearts.com by January 30, 2008. Consumers can find these codes inside specially marked boxes.

It's never too late to start taking care of your heart!

DID YOU KNOW?

- Of those American women diagnosed, 32 percent are killed by heart disease.
- Eight million American women are currently living with heart disease.
- Women who smoke risk having a heart attack 19 years earlier than nonsmoking women.
- Women comprise only 25 percent of participants in all heart-related research studies.

