

Who's News

Florence Henderson: Speaking Of Women's Health

(NAPSA)—Florence Henderson, “Today Show” correspondent and former “Brady Bunch” mom, has joined forces with The National Speaking of Women’s Health Foundation (SWH) as National Honorary Chair. In that position, Henderson will help educate women to make informed decisions about their health, well-being and personal safety, in turn saving lives through education.

With the support of national corporate partners Procter & Gamble, Lifetime Television and Wal*Mart, Speaking of Women’s Health hosts conferences and health events across the country delivering cutting-edge health information in welcoming and pampering environments.

In 2001, SWH and OLAY present the national theme, “Beauty: More Than Skin Deep,” educating women on healthy skin care, aging gracefully and the prevention of skin cancer.

“Skin care is an important part of a woman’s vitality,” says Henderson. “SWH provides women with essential information on caring for themselves and their bodies as they age. That, along with its efforts to educate women about the dangers of osteoporosis—a disease that I was diagnosed with several years ago—led me to hook up with the organization.”

Thanks to its new corporate sponsors, SWH is able to reach more women with lifesaving health education. With their support, women will be reached online, in stores and watching television. The importance of self-education on prevention and healthy lifestyles will be around them.

According to SWH, women are seeking out new alternatives and information on health wellness. The organization has developed different ways to reach women with education through retail events, live webcasts, health conferences in cities across the country, the SWH sisterhood membership program, a quarterly health newsletter and much more.

“My mission is to encourage women to act now to protect their bones—the foundation to their



TV personality Florence Henderson has taken a leadership role in educating women about key health issues.

health, beauty and vitality,” says Henderson. “I want to encourage women that aging is a beautiful process if you take care of your skin, your bones, your spirit. Women should talk to their doctors, ask questions, stay educated about their health and understand their risks so they don’t have to suffer with complications.”

The SWH is a grass-roots organization that contributes to community programs that support women’s health and well-being nationwide. Approximately \$1 million has been donated to grass-roots programs across the country since 1996 through Speaking of Women’s Health events.

“Florence Henderson adds a vibrant personality to our public campaigns,” says Dianne Dunkelman, Founder and President, the National Speaking of Women’s Health Foundation. “Her presence, combined with our new sponsorships and partnerships, will make it easier for us to reach as many women as possible with information about leading beautiful, productive lives.”

To learn more or to join the membership program, visit the Web site at www.speakingofwomenshealth.org, call (866) SWH-INFO or e-mail swh@wcet.pbs.org.