



The Puerto Rico Convention Center: Joins National Health Campaign

Please refer to: Iris Edén Santiago/ 939-642-4442

As part of its social responsibility program and in support of the American Heart Association's national health awareness campaign, "Go Red for Women," the Puerto Rico Convention Center will be lit in red during the month of February.

"We are honored to contribute to create awareness and to remind women the importance of visiting their physicians, seeking information and taking control of their hearts, of their health," said Blarys Segarra, General Manager of the Puerto Rico Convention Center. "By changing our light system to red, we let the community and our visitors know that we care, that taking care of our hearts health is vital."

On average, Hispanic women are likely to develop heart disease 10 years earlier than other women. Despite the heightened risk, most are still unaware of the threat to themselves and their families, according to the AHA.

"Only one in three Hispanic women knows that heart diseases are the main cause of death for them," noted Sandra Díaz, Regional Director of Health Initiatives at the AHA, Puerto Rico Chapter. "Statistics show that as many as 435,000 Hispanic women die every year of heart conditions in the United States and Puerto Rico.

"Statistics are really scary," added Segarra. "Almost every minute of every day we lose a mother, a daughter, a sister, an aunt, a friend...to heart disease."

Diaz said that the empowerment of women is of utmost importance because although the risks are obvious, only one in every four women is aware of all the proven medical treatments available. But everyone can help, and everyone should help.



“We thank the Convention Center for helping us disseminate the message of reducing death and disabilities caused by heart disease,” Diaz said. “We are joyous to see the impacting illumination in red, especially this important month - We know the message will become clear to all their many visitors and everyone who visits the Miramar location.”

February is the month of heart & health awareness and to increase knowledge about the different heart disease with its prevention and treatment options. The nationwide event of Go Red for Women or National Wear Red Day was initiated in 2002 on by the American Heart Association in order to raise awareness about women heart disease. Previously it had been thought that such diseases only affected men. The campaign has proven effective in helping experts gather vital clinical information and current statistics on women.

The National Wear Red Day Program seeks to bring down the coronary disease and stroke rates by at least 25 to 30 percent and empower women to improve the condition of their heart health so that they can live stronger and longer lives.

Among the key lessons the program has developed is teaching women how to talk to their doctors about heart diseases and how to access different programs of healthy eating & exercise routines. Other important elements are learning about the added risks of smoking and drinking, poor weight maintenance, blood pressure control and cholesterol management.

Facts*

- More than 82 million American adults are estimated to have one or more types of cardiovascular disease. That's one in three people.
- On average, 2,200 Americans die of cardiovascular disease each day, an average of one death every 39 seconds.
- Heart disease is the number one cause of death among women 20 and older, killing about one woman every minute.
- 90 percent of women have one or more risk factors for developing heart disease.
- More women die of heart disease than the next four causes of death combined, including all forms of cancer.

*According to the American Heart Association. For more information in English and Spanish please access www.americanheart.org and www.goredcorazón.org.

#