



News

Burlington County Board of Chosen Freeholders
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For Immediate Release

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BURLCO FREEHOLDERS AND HEALTH DEPT TO HONOR AMERICAN HEART MONTH

Encourage Residents & Employees to Wear Red Friday, February 1st

The Burlington County Board of Chosen Freeholders and the Health Department are participating in National Wear Red Day on Friday, February 1, 2013, by asking employees and community members to wear red and get screened as part of American Heart Month.

"National Wear Red Day is a great opportunity to reach out to people in our community and alert them to the risk factors for heart disease," said Burlington County Health Officer Holly Cucuzzella. "By wearing red on February 1st, we can all show our support for women and heart disease awareness."

On National Wear Red Day, women and men across the country wear red to unite in the national movement to give residents a personal and urgent wakeup call about their risk of heart disease. The Burlington County Health Department's National Wear Red Day activities are in partnership with The Heart Truth, a national awareness campaign for women about heart disease sponsored by the National Heart, Lung, and Blood Institute (NHLBI), part of the National Institutes of Health, U.S. Department of Health and Human Services.

The Heart Truth launched the Red Dress as the national symbol for women and heart disease in 2002 to deliver an urgent wakeup call to American women. A simple Red Dress works as a visual red alert to get the message heard loud and clear: "Heart Disease Doesn't Care What You Wear— It's the #1 Killer of Women."

Everyone can participate in this life-saving awareness movement by showing off a favorite red dress, shirt, or tie, or by wearing the Red Dress Pin. The Burlington County Health Department has a limited number of red dress pins available for a \$5 donation which will go to the American Heart Association. Red dress pins are also available for purchase at www.goredforwomen.org/

For more information about National Wear Red Day or to purchase a red dress pin, call the Burlington County Health Department at 609-265-5548.