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***Heart of Style Tour* reveals Hispanic-American women at increased risk for heart disease, burdened by obesity, physical inactivity**

*Burlington and WomenHeart Tour raises \$1.4 million to advance education and awareness in this high-risk community*

**Washington, DC, May 12, 2014** – Today, at the launch of National Women’s Health Week, findings from the recent nationwide *Heart of Style Tour*, a partnership between WomenHeart: The National Coalition for Women with Heart Disease and Burlington Stores reveal that Hispanic-American women were found to be physically inactive and have body mass index (BMI) in the obese range – both leading risk factors for heart disease.

The *Heart of Style Tour* was part of Burlington’s third annual Red Dress Event held February 1-March 31 in all Burlington locations where millions of customers made generous donations to help fund women’s heart health education through WomenHeart, resulting in a \$1.4 million donation to the organization. Burlington also donated \$25,000 to support the cause.

Key findings from Hispanic-American women who completed the *Tour* health screening questionnaire (53% of respondents) reinforce that Hispanic-American women have an elevated risk for heart disease, supporting the need to further awareness among this population.

National *Heart of Style Tour* screenings reveal Hispanic-American women are disproportionately burdened by obesity, physical inactivity/2

- On average, Hispanic-American women are physically inactive and have body mass index (BMI) in the obese range – both leading risk factors for heart disease
- 41% of the Hispanic Americans screened said they do not know how to recognize the signs of heart attack
- 62% stated they were surprised by the results of their heart health screening
- 67% said they exercise either once or twice a week, or not at all which fails to meet the Surgeon General’s Physical Activity Guidelines of at least 30 minutes of exercise at least 5 days/week
- The average Body Mass Index (BMI) of the Hispanic-American women surveyed is 42, placing in the obese BMI category

“Today is the launch of National Women’s Health Week, and we want all women, especially Hispanic-American women, who are at increased risk for heart disease, to schedule an appointment with their healthcare provider to learn to manage their risk,” said Lisa M. Tate, Chief Executive Officer of WomenHeart. “There is an urgent need to educate Hispanic-American women, and all women, about their risk factors, and to encourage them to make healthy lifestyle changes. We sincerely appreciate Burlington’s commitment to women’s heart health and to the tour for making this all possible,” she added.

“Once again, Burlington and our generous customers have risen to the occasion to help fund heart health education, as heart disease is the leading cause of death among women,” said Tom Kingsbury, President and Chief Executive Officer of Burlington. “We are pleased to have been able to launch the nationwide *Heart of Style Tour*, bringing valuable heart health education and awareness to millions of our customers nationwide.”

During the past three years, Burlington and its customers have raised more than \$3 million to support WomenHeart and its free education and support services for women living with heart disease, inclusive of the launch of the organization’s Hispanic outreach program, *Para la Mujer Hispana*.

To commemorate the third year of partnership, WomenHeart and Burlington launched the nationwide *Heart of Style Tour*, a mobile event that traveled to 35 Burlington locations in 18

National *Heart of Style Tour* screenings reveal Hispanic-American women are disproportionately burdened by obesity, physical inactivity/3

cities across the country, educating customers about the importance of heart health. Heart health professionals provided complimentary screenings consisting of blood pressure readings and Body Mass Index checks. *WomenHeart Champions* -- women living with heart disease who are trained volunteer community educators through the WomenHeart's prestigious Science & Leadership Symposium at Mayo Clinic -- provided free bi-lingual heart health educational information, and those that were screened were asked to complete a risk factor questionnaire.

The *Heart of Style Tour* screenings reveal that the obesity epidemic is prevalent among Hispanic-American women. Funding from the partnership will continue to help inform an advance WomenHeart's efforts to empower Hispanic American women to take charge of their heart health.

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**About WomenHeart: The National Coalition for Women with Heart Disease**

WomenHeart: The National Coalition for Women with Heart Disease is the nation's only patient centered organization serving the 42 million American women living with or at risk for heart disease – the leading cause of death in women. WomenHeart is solely devoted to advancing women's heart health through advocacy, community education, and the nation's only patient support network for women living with heart disease. WomenHeart is both a coalition and a community of thousands of members nationwide, including women heart patients and their families, physicians, and health advocates, all committed to helping women live longer, healthier lives. To receive a free on line heart health action kit or to donate, visit [www.womenheart.org](http://www.womenheart.org).

**About Burlington Stores, Inc.**

**Burlington** is a national off-price retailer offering style for less with up to 65 percent off department store prices every day. Departments include ladies' dresses, suits, sportswear, juniors, accessories, menswear, family footwear and children's clothing. It also includes an assortment of furniture and accessories for baby at Baby Depot, home décor and gifts, along with the largest selection of coats in the nation for the entire family. Burlington has 523 stores in 44 States and Puerto Rico. For more, visit [www.BurlingtonCoatFactory.com](http://www.BurlingtonCoatFactory.com).

**WomenHeart Chief Executive Officer Lisa M. Tate is available for media interviews on:**

- The *Heart of Style Tour* and WomenHeart's partnership with Burlington
- National trends in women's heart health
- Gender differences in cardiovascular care
- The need for increased awareness of heart disease in women