



FOR IMMEDIATE RELEASE

Media Contacts:

Eva Maciejewski

WomenHeart: The National Coalition for Women with Heart Disease

(202) 464-8737

[emaciejewski@womenheart.org](mailto:emaciejewski@womenheart.org)

Lauren Flanagan

M Booth

(212) 539-3248

[LaurenF@mbooth.com](mailto:LaurenF@mbooth.com)

## **Burlington Stores Donate a Record Breaking \$1.8 Million to WomenHeart as a Result of its 5<sup>th</sup> Annual Women's Heart Health Campaign**

*Burlington Stores and WomenHeart's 2016 partnership has helped to expand education, awareness and support for women living with and at risk for heart disease*

Washington, DC, May 13, 2016 – WomenHeart: The National Coalition for Women with Heart Disease announced today the donation of \$1.8 million from the national off-price retailer Burlington Stores. This is the most significant donation since the partnership commenced in 2012. Funds raised will advance the organization's mission of providing education and support services to women living with or at risk for heart disease – the nation's leading cause of death in women

Since 2012, Burlington Stores and its customers have donated more than \$6 million to WomenHeart, the nation's first and still only patient centered organization solely devoted to advancing women's heart health. The five year partnership has resulted in the expansion of education, awareness and free patient support services nationwide for women to empower them to take charge of their heart health.

Thanks to funds raised by Burlington Stores, WomenHeart has been able to enhance its National Hospital Alliance capacity-building program to reach women heart patients in underserved communities across the country, and establish and develop its Hispanic outreach and education initiative, *Para la Mujer Hispana*.

To kick off this year's campaign, Burlington Stores & WomenHeart were joined by Wendy Williams, Talk Show Host and heart health advocate, to serve as the voice and supporter of a #HealthyHeartSelfie Challenge. Each day throughout February, people were encouraged to check the hashtag for fun and easy heart health tips from Wendy Williams, Burlington Stores and WomenHeart. They were then encouraged to snap a photo of how they are using that tip or simply show what heart health means to them using the hashtag. For every photo posted with #HealthyHeartSelfie, Burlington donated \$1, up to \$25,000, to benefit WomenHeart.

The campaign also included a heart health panel discussion in New York City, featuring Wendy Williams, along with Mayo Clinic's Sharonne N. Hayes, MD, Professor of Cardiovascular Diseases and Founder of the



Women's Heart Clinic at Mayo Clinic in Rochester, MN, and four *WomenHeart Champions* -- women heart disease survivors trained by WomenHeart as community educators, spokespersons and advocates -- as well as an in-store campaign that launched in all 526 Burlington stores across the country. Customers had the opportunity to donate \$1 or more at check out at any Burlington store location through March 31, 2016 to further the organization's mission.

Additionally, on February 5th, National Wear Red Day, from 11 a.m. to 3 p.m., 46 Burlington stores across the country (a store in each state/US Territory/District where Burlington has locations) hosted free women's heart health screenings in partnership with WomenHeart. Customers had the opportunity to get their blood pressure, pulse, cholesterol and BMI checked by a certified health professional, talk with *WomenHeart Champions*, and receive bi-lingual (English/Spanish) women's heart health information and tips for living heart healthy.

"We are truly grateful for the commitment of Burlington and their customers to women's heart health, and for continuing to make this important partnership a growing success year after year," said Mary McGowan, Chief Executive Officer of WomenHeart. "Through education and support, we can empower women to take charge of their heart health and prevent heart disease -- the leading cause of death in women. The Burlington Stores collaboration with WomenHeart helps us extend our reach to more women, especially African American and Hispanic women, who are at greater risk of heart disease."

"I am proud of the commitment and generosity demonstrated by our associates and customers nationwide. This year's women's heart health initiative was highly successful, raising the most funds ever in one year. The donation will help to save lives and further education women about the importance of their heart health," said Tom Kingsbury, chairman and CEO of Burlington Stores.

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

WomenHeart: The National Coalition for Women with Heart Disease is the nation's first and still only patient centered organization serving the 43 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 online heart health action kit or to donate, visit [www.womenheart.org](http://www.womenheart.org).

#### **About Burlington Stores**

Burlington is a national off-price retailer offering style for less with up to 65 percent off other retailers' 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 570 stores in 45 States and Puerto Rico. For more, visit [www.BurlingtonStores.com](http://www.BurlingtonStores.com).

###