



PRESS RELEASE

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WomenHeart & Burlington Stores Team Up with Wendy Williams for #HealthyHeartSelfie Challenge

Burlington to also Host Free Heart Health Screenings Nationwide on February 5th

BURLINGTON, NJ, February 2, 2016 – For the fifth consecutive year, Burlington Stores, the national off price retailer, and WomenHeart: The National Coalition for Women with Heart Disease, are teaming up to educate women nationwide about the importance of their heart health, as heart disease is the leading cause of death in women. Throughout the month of February, American Heart Month, Burlington Stores & WomenHeart are joined by Wendy Williams, Talk Show Host and heart health advocate, to serve as the voice and supporter of the #HealthyHeartSelfie Challenge.

This year's campaign officially kicked off yesterday with a heart health panel discussion in New York City, featuring Wendy Williams, along with Mayo Clinic's Sharonne N. Hayes, MD and *WomenHeart Champions*, who are women heart disease survivors trained by WomenHeart as community educators, spokespersons and advocates, as well as an in-store campaign launching in all 563 Burlington stores across the country. Customers have the opportunity to donate \$1 or more at check out at any Burlington store location through March 31, 2016. All funds collected will support WomenHeart to further the organization's mission of educating women about the importance of their heart health.

On February 5th, National Wear Red Day, from 11 a.m. to 3 p.m., 47 Burlington store locations across the country (a store in each state/US Territory/District where Burlington has locations) will host free women's heart health screenings in partnership with WomenHeart. Customers will have the opportunity to get their blood pressure, pulse 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. To find a screening near you, visit www.BurlingtonStores.com/HeartHealth.

Each day throughout February, people are encouraged to check the hashtag #HealthyHeartSelfie for fun and easy heart health tips from Wendy Williams, Burlington Stores and WomenHeart.

They are then encouraged to snap a photo of how they are using that tip or simply show what heart health means to them using #HealthyHeartSelfie. For every photo posted with #HealthyHeartSelfie, Burlington will donate \$1, up to \$25,000, to benefit WomenHeart.

“At Burlington Stores we are committed to improving the communities we live and work in and to raising awareness about the importance of women’s heart health,” says Tom Kingsbury, Chairman and CEO, Burlington Stores. “We look forward to celebrating our fifth year of partnership with WomenHeart, introducing new campaign elements that will heighten the awareness about heart disease, the leading cause of death in women.”

“We are thankful to Burlington and their millions of customers and thousands of associates nationwide for their continued support to help us further our mission. We are thrilled to bring the #HealthyHeartSelfie Challenge to life as we continue our great work with Burlington Stores,” says Mary McGowan, Chief Executive Officer of WomenHeart. “It’s important that we get our message across through as many channels as possible, whether it’s our in store collection campaign, online or via social media, so that we have every opportunity to reach women across the country regarding their number one health risk – heart disease.”

During the past four years, Burlington and its generous customers have raised more than \$4 million to support WomenHeart and its free education and support services for women living with heart disease in communities throughout the country. These funds have also enabled the organization to continue to support and educate Hispanic women – a high risk population for heart disease – through its *Para la Mujer Hispana* initiative.

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 563 stores in 45 States and Puerto Rico. For more, visit www.BurlingtonStores.com.

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.

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