



PRESS RELEASE

Media Contacts:

Elaine Vining

WomenHeart: The National Coalition for Women with Heart Disease

(202) 464-8737

evining@womenheart.org

Lauren Flanagan

M Booth

(212) 539-3248

laurenf@mbooth.com

WomenHeart & Burlington Stores Team up with Kelly Rowland to #KnockOutHeartDisease in Women

Burlington Hosts Free Heart Health Screenings Nationwide and Raises Funds to Support Women's Heart Health Education and Women Living with Heart Disease

BURLINGTON, NJ, February 1, 2017 – For the sixth consecutive year, Burlington Stores, the national off price retailer, and WomenHeart: The National Coalition for Women with Heart Disease, have teamed 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, and March, Burlington Stores and WomenHeart are joined by Kelly Rowland, Grammy Award-winning artist and heart health advocate, to serve as the voice and supporter of their #KnockOutHeartDisease Campaign.

This year's campaign kicked off yesterday at Burlington's flagship location in New York City, featuring Kelly Rowland, along with *WomenHeart Champions*, who are women heart disease survivors and community educators, spokespersons and heart health advocates. Today, Burlington's in-store campaign launched in all 593 Burlington stores across the country, giving customers the opportunity to donate \$1 or more to support WomenHeart at check out through March 31, 2017.

Throughout the campaign, 46 Burlington store locations nationwide (a store in each State/Territory where Burlington has locations) will host *Night Out to #KnockOutHeartDisease* events, offering free heart health screenings in partnership with WomenHeart. Customers will have the opportunity to get their blood pressure, pulse, cholesterol and BMI checked by a certified health professional, 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.

Knowing one's numbers is the start to knocking out heart disease in women and those that get their heart screened at a Burlington or elsewhere are encouraged to spread the word by tagging two friends to do the same with #KnockOutHeartDisease. Burlington Stores will donate \$5, up to \$25,000, to WomenHeart for each use of the hashtag.

"I'm excited to join Burlington and WomenHeart's #KnockOutHeartDisease campaign and admire their continued commitment to educate women about the importance of their heart health in effort to save lives," says Kelly Rowland. "I encourage women to get their heart health screened and when they do, be sure they tag two friends to do the same with #KnockOutHeartDisease."

"At Burlington Stores we are committed to supporting causes that are important to our associates and customers and we are proud to educate women about the importance of heart health," says Tom Kingsbury, President, CEO and Chairman, Burlington Stores.

"We are thankful to Burlington and their millions of customers and thousands of associates across the country for their continued support to help us further our mission. We are thrilled to bring the #KnockOutHeartDisease Campaign to life as we continue this amazing partnership with Burlington Stores," says Mary McGowan, CEO, WomenHeart. "It's important that our message be delivered through as many channels as possible, whether it's in store, 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 five years, Burlington and its generous customers have raised more than \$6 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 at 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 593 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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