



FOR IMMEDIATE RELEASE

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Seafood and Women: a Healthy Relationship
***Seafood Nutrition Partnership, NIH, Sister to Sister Foundation Team Up
to Promote Seafood's Role in Preventing Heart Disease Among Women***

WASHINGTON, DC – To raise awareness among women that prevention of heart disease should be a top priority—and to promote the heart-health benefits of seafood consumption—Seafood Nutrition Partnership is collaborating with the National Institutes of Health (NIH) program *The Heart Truth*[®] and Sister to Sister: The Women's Heart Health Foundation on a public service message that launches nationally February 7, 2014.

The message, titled "Eat Seafood Twice a Week for Heart Health," is timed to coincide with American Heart Month in February, and in particular National Wear Red Day on February 7, when people across the United States wear red to call attention to women's heart health.

"With statistics showing that heart disease is the Number 1 killer of women, and with multiple scientific studies concluding that eating at least two servings per week of a variety of seafood is associated with fewer deaths from heart disease, we believe this message is very timely," says Linda Cornish, executive director of the nonprofit organization Seafood Nutrition Partnership (SNP). "Together with our heart-health partners we're looking to raise awareness in local markets about heart disease and help lead women on the path to prevention."

The full-page message will appear within the *Heart Health Matters* magazine insert from the American Heart Association (AHA), in 10 newspapers representing major metro areas with populations at high risk for heart disease: *The Atlanta Journal-Constitution*, *The Baltimore Sun*, *The Boston Globe*, *The Chicago Tribune*, *The Dallas Morning News*, *The Houston Chronicle*, *The Los Angeles Times*, *The Miami Herald*, *The New York Daily News*, *The Philadelphia Inquirer*, and *The San Jose Mercury News*. The message will also appear on the AHA website Heart.org, and at SeafoodNutrition.org/heart.

This initiative from SNP is part of *The Heart Truth*, a national campaign raising awareness among women about their risk of heart disease. The campaign is sponsored by the National Heart, Lung, and Blood Institute (NHLBI) at NIH, in partnership with The Office on Women's Health (OWH) and other organizations committed to the health and well-being of women. "We highly value partners like SNP that help elevate our message of women's health issues and heart health in particular," says Ann Taubenheim, chief, Health Campaigns & Consumer Services Office of Communications, for NHLBI.

The program is also supported by Sister to Sister: The Women's Heart Health Foundation (STS), a nonprofit dedicated to women's heart disease prevention and education. "Our mission is to help women make simple lifestyle changes to improve their heart health, and eating seafood twice a week is certainly a big part of that," says Susan Gurley, executive director of STS. "We're thrilled to be working with SNP to get this important message out."

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About Seafood Nutrition Partnership

Seafood Nutrition Partnership (SNP) is a nonprofit organization whose mission is to inspire a healthier America through partnerships that raise awareness about the essential nutritional benefits of eating seafood. Through its education efforts, the organization aims to help Americans gain the skills to select, order and prepare fish and shellfish, and to inspire a healthier America by promoting a nutrient-rich diet that includes seafood. SNP is a member of the Clinton Global Initiative and the NCD Roundtable. More information is available at SeafoodNutrition.org.

About *The Heart Truth*

The Heart Truth[®] (HeartTruth.gov), sponsored by the National Heart, Lung, and Blood Institute (NHLBI), part of the National Institutes of Health, is a national education program for women that raises awareness about heart disease and its risk factors, and educates and motivates them to take action to prevent the disease. Through the program, launched in 2002, the NHLBI leads the nation in a landmark heart-health movement embraced by millions who share the common goal of better heart health for all women. The centerpiece of *The Heart Truth* is the *Red Dress*SM, created by the NHLBI and introduced as the national symbol for women and heart disease awareness in 2002. *The Red Dress*SM is a powerful red alert that inspires women to learn more about their personal risk for heart disease and take action to protect their heart health.

About Sister To Sister: The Women's Heart Health Foundation

Sister to Sister (STS) is the first organization with a mission dedicated solely to women's heart disease prevention and education. STS empowers women through positive messaging to make simple, manageable lifestyle changes in their daily lives to lead to improved heart health. This includes recommendations for nutrition and healthy cooking, sodium reduction, physical activity, smoking cessation, managing stress and family health history. More information is available at SisterToSister.org.