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— Make It Your— MISSION

The numbers are staggering. Mothers, sisters and friends are dying at the rate of one per minute. Heart disease is still the No. 1 killer of women, but many women are unaware of the threat. The most startling number of all is that four in f ve cardiac events could be prevented by making the right choices involving diet, exercise and abstaining from smoking. That's why *Orlando* magazine is proud to support **Go Red For Women:** the American Heart Association's solution to save women's lives. We encourage women and the men who love them to join us by embracing a heart healthy lifestyle.

The Go Red For Women movement is nationally sponsored by Macy's and Merck and locally by Bright House Networks, Mix 105.1, *Orlando* magazine, *Orlando Woman Newspaper*, 1059 SUNNY FM and WFTV's 9 Family Connection.

Top 3 reasons to hold Go Red close to your heart:

- 1. More women die of cardiovascular disease than the next four causes of death combined, including all forms of cancer.
- 2. Only 1 in 5 women believes that heart disease is her greatest health threat.
- 3. Ninety percent of women have one or more risk factors for developing heart disease.





JILL SCHWARTZ

Jill Schwartz & Associates, P.A.,

Managing Partner

I am proud to be part of this important
mission to educate women and dispel
the myths about heart disease. I am
passionate about women helping
women to lead a healthier lifestyle.



SARA BRADY
President, Sara Brady Public Relations
Women are so preoccupied with
caring for others, that we need
this reminder to create change
for ourselves to make a healthier
community.

— Who's in your— CIRCLE?

The Circle of Red is an elite group of men and women who have the passion and resources to significantly impact the community by providing a personal commitment to help find a cure for heart disease. Go Red invites you to join the Circle!



PAM GOULD
Chief Community Advisor at
Advocate Enterprises
I joined the Circle of Red
because of how important it
is to spread the word about
women's health. I am proud
to be part of such a great
community in Orlando and
enjoy supporting the American Heart Association.



CESAR E. CALVET
President of CNL Bank
Latin Banking Group
My wife Olga and I are
advocates of heart health and
promoting it in the Orlando
community. With two daughters, I work to promote the
message of the American Heart
Association in promoting
women's heart health.



ANN MARIE VARGA
Assistant Vice President
at Rollins College
As women, we tend to put everyone else before ourselves, yet we need to always remember that we must take care of US so we can take care of THEM.



EVA KRZEWINSKI

President and Co-Founder

Pearls for Women

I am proud to be a part of this mission to spread the word that women's warning signs can be different than those recognized in men.



Left to Right: Jill Schwartz, Pam Gould, Susan Forbes, Gerri Byrd Tartt, Anne Naylor, Sara Brady, Dr. Arnold Einhorn, Andrea Eliscu, Pat Engfer, Cesar E. Calvet, Wendy Wolfswinkel, Ann Marie Varga, Lena Combs, Eva Krzewinski, Jayne Willis, Laura Eidson Cosgrove, Gabriele Gannaway: Not Pictured: Vanessa Brundidge, Danielle Courtenay, Deborah Frimmel, Kathy Gillette, Jillian Hewitt McCluskey, Sandy Hostetter, Tiffany Bryan, Sheryl Dodds, Elinor Steele, Tuni Blackwelder, Leslie Andreae, Pamela Filutowski, Dorothea Wynne, Eilean "Poppy" Steiner, Larisa Perry, Sherrie Sitarik, Linda Neuman, Ania Waldman, Maxine Tabas; MD, Karen Griffiths, C. Patricia Forero, Karen Keene, Shannon Elswick, Rick Walsh, Dr. Gary Allen. PHOTOGRAPH BY NORMA LOPEZ MOLINA; TAKEN AT THE ORLANDO SCIENCE CENTER.



BARBARA CZERSKA, M.D.

Florida Hospital, Medical Director Advanced Heart Failure Cardiac Transplant & Circulatory Assist Device Programs/ Associate Professor of Medicine, University of Central Florida College of Medicine

As a doctor, I have seen too many women who ignored their symptoms and died of heart failure. Inf uenced by this, and my own family history, I am driven to heighten awareness in our community.



SUSAN FORBES

Vice President of Marketing and Community Development for Florida's Blood Centers It's important to me to join with other members of the Orlando community to support heart health. Every day you can make a decision that will affect your heart health in a positive way and the Circle of Red helps promote those healthy decisions.



LAURA EIDSON COSGROVE

I have witnessed f rsthand the benef ts of excellent medical care when friends, family and colleagues have experienced serious heart conditions. I realize how fortunate I am that all survived and went on to live healthy lives, including my grandmother who had a pacemaker for almost 20 years. Through the Circle of Red, not only do I keep abreast of how to have a healthy heart, I have connected with a group of women who want to make a difference in the lives of other women.



LENA COMBS

Principal and shareholder with Averett, Warmus, Durkee I like being involved in an initiative where women take charge of their heart health. I am a f rm believer in setting a good example for those around us, and that includes investing in our health.



ARNOLD EINHORN, M.D.

Co-Director of the Orlando Health Heart Institute As a doctor, I can't stress enough how important it is for women to have their hearts checked. Society thinks of heart disease usually as a disease found in men, but it is the number one killer of women in the U.S.



PAT ENGFER

General Manager, Hyatt Regency Orlando International Airport I know my risk factors are all around me. I lost my grandmother and grandfather to heart disease, but research funded by the American Heart Association helped my parents live into their 80s.



GABRIELE GANNAWAY

Vice President and General Manager of Neiman Marcus Orlando Heart health in women is so important. With everything women have to do on a daily basis, sometimes there just isn't time to think about our own health. The Circle of Red really helps promote taking care of women's heart health.



JAYNE WILLIS

Orlando Health, Patient Administrator, Cardiovascular Services In my role at Orlando Health, I see patients who are impacted everday by cardiovascular disease. I am committed to empowering women to take charge of their cardiovascular health.



WENDY WOLFSWINKEL

Chief Financial and Executive Of cer Go Red is important to me because too many women these days neglect their own health because they're taking care of everyone else in their lives. I think Go Red and its message have the type of impact necessary to get the attention of those women and their families.



ANNE NAYLOR

Tupperware Brands, Retired Vice President At an early age, my dad had his f rst of many heart attacks, but with support from AHA through heart healthy recipes and great research, he lived to the age of 83. Now it is my turn to give back so that my husband, mom, family and friends will be around for a very long time!

Lifestyle Guidelines for ALL Women

EAT HEART HEALTHY

- Eat a diet rich in fruits and vegetables, whole-grain and high-f ber foods.
- Eat f sh at least twice a week, preferably oily f sh, or talk to your healthcare provider about taking Omega-3 fatty acid (f sh oil) supplements.
- Do your best to eat less salt (sodium). Try to limit your sodium to 1500 mg a day.
- Avoid trans-fatty acids. No transfats is the goal.
- Eat very little saturated fat (such as fat from meat, cheese and butter): less than 7 percent of your total calories a day.
- Consume less than 150 mg of cholesterol a day.
- Drink no more than one alcoholic drink a day. No alcohol is best!

Stop Smoking Cigarettes

Get counseling, nicotine replacement or drug therapy (if needed) and f nd a group program to help you stop smoking.

Exercise and Weight Loss

Get 150 minutes of moderate intensity exercise a week, such as brisk walking. If you're trying to lose weight, then you will need 60 to 90 minutes a day.

Women with Recent Heart Problems

Join a cardiac rehabilitation or physician-guided exercise program following heart attack or stroke.



About the American Heart Association and American Stroke Association

The American Heart Association and the American Stroke Association are devoted to saving people from heart disease and stroke—America's No. 1 and No. 4 killers. We team with millions of volunteers to fund innovative research, f ght for stronger public health policies, and provide lifesaving tools and information to prevent and treat these diseases. The Dallas-based American Heart Association is the nation's oldest and largest voluntary organization dedicated to f ghting heart disease and stroke. The American Stroke Association is a division of the American Heart Association. To learn more or to get involved, visit heart.org or call the Orlando of ce at 407-843-1330.

Heart Attack Warning Signs for Women

Some heart attacks are sudden and intense, but most of them start slowly, with mild pain or discomfort. Often the people affected aren't sure what's wrong and wait too long before getting help. Here are some of the signs that can mean a heart attack is happening:

- Chest discomfort. Most heart attacks involve discomfort in the center of the chest that lasts more than a few minutes, or that goes away and comes back. It can feel like uncomfortable pressure, squeezing, fullness or pain.
- **Discomfort in other areas of the upper body.** Symptoms can include pain or discomfort in one or both arms, the back, neck, jaw or stomach.
- **Shortness of breath.** This feeling may occur with or without chest discomfort.
- Other signs: These may include breaking out in a cold sweat, nausea or lightheadedness.

As with men, women's most common heart attack symptom is chest pain or discomfort. But women are somewhat more likely than men to experience some of the other common symptoms, particularly shortness of breath, nausea/vomiting, and back or jaw pain.







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and legal processes can be overwhelming." Hollifield Legal Centre strongly supports the efforts of the Greater Orlando affiliate of Go Red for Women to educate women and their families about the risks of heart disease. The firm is proud to offer clients with heart disease and employment legal issues a confidential and nurturing environment particularly attuned to the needs of working women.

"Many times my clients are in vulnerable positions such as a single mother whose job is her and her children's lifeline. There is often a great deal of economic disruption and emotional distress that goes along with improper separations of employment," says Hollifield. "Coupling that with all the issues of Law where he has taught both intellectual property and entertainment law in recent years.

If you are having difficulties at work, please do not hesitate to contact Hollifield Legal Centre for a confidential consultation.

Hollifield Legal Centre 147 East Lyman Avenue, Suite C Winter Park, Florida 32789 Phone: 407-599-9590 www.trhlaw.com

マa HOLLIFIELD Legal centre

Who Will You Invite to Lunch?

The American Heart Association's eighth annual Go Red For Women Luncheon will be held on May 18, 2012 at the Waldorf Astoria at Bonnet Creek. Join health and f tness experts, medical professionals, and women like you to hear the concrete steps you can take today for better heart health. Schedule your lunch date by calling 407-481-6314 or visit Heart.org/OrlandoGoRed.



GOALS to HEALTHY EATING



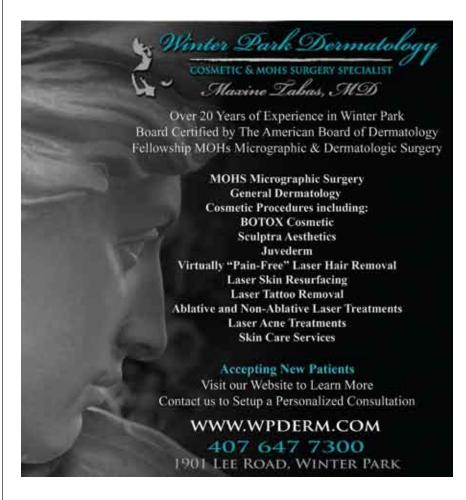
Eat more fruits and vegetables. Aim for 4-5 servings each of fruits and vegetables every day, if you consume a 2,000 calorie diet. Vegetable or 100% fruit juice counts toward this goal.

Eat more whole-grain foods. Like fruits and vegetables, whole-grain foods are low in saturated fat and cholesterol and rich in f ber. Whole-grain foods include whole-wheat bread, rye bread, brown rice and whole-grain cereal.

Use olive, canola, corn or safflower oil as your main kitchen fat. Limit how much fat or oil you use in cooking, and use liquid vegetable oils such as olive, canola, corn and saf ower oils in place of solid fats.

Eat more chicken, fish and beans than other meats. In general, skinless poultry, f sh and vegetable protein (such as beans) are lower in saturated fat and cholesterol than other meats (beef, pork and lamb).

Read food labels to help you choose healthy foods. Food labels provide information to help you make better food choices. Learn what information to look for (for example, sodium content) and how to f nd it quickly and easily.







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Refresh Yourself

Time out is essential, not only for peace and quiet, but to get things done for your life. If you try to wait for all of your chores and responsibilities to your loved ones to be f nished, you may be waiting a long time.



Here's a list of the top 10 things you need to do regularly:

- **1 Get regular physical activity.** Regular, moderate-to-vigorous physical activity is a good energizer that reduces stress, helps keep blood pressure and cholesterol at heart-healthy levels and helps maintain a healthy weight. Aim for 30 minutes a day on most, if not all, days.
- **2** Eat heart-healthy food. They give you more energy, keep your brain fed (which helps combat depression) and help prevent other health problems. If you've got to "eat on the run," choose nutritious snacks.
- **Take time every day for an activity that you enjoy** such as reading, listening to music, crafts, cooking—whatever makes you happy and relaxes you.
- **Keep humor in your life.** Laughter IS good medicine. Find the humor in your situation when possible, watch a silly TV program or pop in a comedy movie. Find things to laugh about with your loved ones.
- **5 Get out once a week and go somewhere enjoyable.** Visit the local coffee shop, attend church events, take a class, visit a friend or just wander around the mall or a park.
- **Treat depression and stress.** Recognize signs and symptoms and do something about it as soon as it starts. If you think you may be depressed, get professional help. Talk it out. Admit your feelings.
- **Take care of your business.** Keep your checkbook balanced, work when you need to, spend time with friends and family and don't stop planning for the future. It's out there waiting for you.
- **Keep all your medical and dental appointments.** Do all you can to keep from getting sick. If you're sick, you won't be able to do what your loved ones need. Ask for help when you need it to get away and take care of your health.
- **Think positive.** Take time every day to refresh your mind. Admit your limitations. Let go of guilt. Admit that you're angry. Pat yourself on the back for the job you're doing. If you're feeling guilty or angry, take a break.
- 10 Stay connected with the outside world, even if it's just by phone or online. Don't isolate yourself. Talk to friends about something other than your situation. Stay interested in what would be going on in your life if you weren't caregiving. It's still there and you're still a part of it.



Look for foods displaying the American Heart Association's heart-check mark to quickly and easily spot heart-healthy foods in the supermarket



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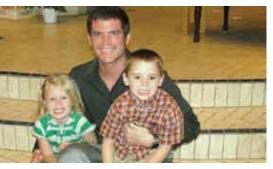
MIXing it up in Orlando

Orlando is one lucky city. Gorgeous weather and amazing venues are just some of the City Beautiful's assets. On March 19th of this year the city gained another feather in its cap by the name of CJ Robinson.

The latest personality to hop on the airwaves of **MIX105.1** CJ Robinson commutes to Orlando from Ocala.

Being an hour away from home might not be a big deal to some people, but to an uncle of a little boy with a heart condition it can seem far.

Robinson has a seven-year-old nephew named AJ who was born with critical aortic stenosis. AJ's aortic valve was too narrow and he needed surgery immediately after being born. AJ was born via C-section and his mom, Melissa Russo, was still under the effect of anesthesia at the time he had to go into surgery, which meant the decision fell to his father, Anthony Russo. AJ was rushed into the operating room where a balloon was placed in his valve.



CJ with nephew AJ and niece Lily

This was the start of a very tough few years for the family. Melissa had to see her baby in an incubator with IVs and monitors. Robinson recalled one moment when he came to see AJ at the hospital as a very emotional time:

"He had an IV coming out of his forehead and he was so little. You just think about how helpless this little baby is and how you would do anything to help him," Robinson said.

AJ spent the next few years of his life having regular checkups at the doctor. Being an energetic little boy, he quickly



AJ and his game face

had to learn that he had to avoid contact sports, take a break when he would start feeling winded, and be careful with what he ate.

Most children would be frustrated by all of these restrictions, especially a little guy who wants to go play with his friends outside instead of sit in a doctor's of ce. AJ, showing an early sign of just how tough he is, started playing baseball while wearing a chest plate. AJ understood what he was up against and would tell his coach when he was getting winded and would sit down .

Through all of it, AJ and Robinson grew closer and closer.

When AJ started school last fall, he started telling his teachers he was feeling sick. His teachers, worried about his heart, would send him home. When it started happening every day, AJ's parents started asking if he was really feeling sick. AJ f nally confessed the real reason he was coming home early every day:

"I wanted to see Uncle CJ," AJ said.

It's those words that Robinson takes with him and thinks about as he starts his new career in Orlando.

"I've always made it a point to work out, eat right, and try to take care of myself after seeing my uncle have bypass surgery and my grandma, who has a pacemaker. Then I saw this little baby who had this issue not because of lifestyle choices, or





even genetics. It was just a luck-of-thedraw kind of thing and it was something I hadn't thought about until it directly affected my family," Robinson said.

AJ is doing great with his health. He has a twelve-year-old sister, Makenzie, and a one-and-a-half-year-old brother, Jaxson. AJ still has to be careful with contact sports but has found a love of motocross. AJ even races in the age bracket above him because of his high skill level in the sport. Robinson pointed out how happy he and his family are that AJ has found a sport that he loves.



AJ with his cousin Lily

Robinson makes a great addition to Orlando, and an even greater f t with **MIX105.1.**

MIX105.1 has long been known in Orlando as a radio station with a heart. You'll see them at hundreds of community events, local businesses, and local concerts. This year, MIX105.1 and sister station 1059 SUNNY FM will be at the American Heart Association's Heart Walk on September 15th. With MIX105.1 making the Orlando community such a huge priority, it only makes sense that they would bring on a person like Robinson.

You can listen to CJ on air weekdays on **MIX105.1** and read more about him and his story online at **MIX1051.com.**



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Dr. Robert Masson, founder of the NeuroSpine Insititute, combined his skills in microneurosurgery with his passion for sports to create the field of sports spine surgery. Inventor of iMas, an intepedicular minimal access surgery of the lumbar spine, he is responsible for the education, product development and research for Synthes Spine in iMas products and techniques.



Dr. Peter Indelicato, director of orthopaedic sports at the NeuroSpine Institute, performs orthopaedic second opinions and medical evaluations.



Dr. Mark Cuffe joined the NeuroSpine Institute after practicing in Tallahassee for 18 years. He is trained to diagnose and treat disorders of the spinal cord, brain and nervous system.



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