



## **MEDIA RELEASE**

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## **Prevea Goes Red for Heart Month**

FOR IMMEDIATE RELEASE

GREEN BAY, Wis. —*February 2, 2010*—February is national Heart Month, and February 5 is national Go Red for Women day. As a supporter of heart health and to promote its awareness, Prevea will be doing a number of activities:

- ♥ **Dressing up buildings.** Prevea Health's Green Bay locations will be dressing up for February. All locations will have posters and heart health-related materials on display. In addition, the following locations will have light displays, including our two cardiology locations at our Allouez and Shawano Avenue health centers:
  - Prevea Allouez Health Center, 1821 S. Webster Avenue:* Go Red logo projected on each side of the building at night.
  - Prevea Shawano Ave. Health Center, 1727 Shawano Avenue:* Illuminated entry way displaying Go Red logo on the atrium floor.
  - Prevea East Mason Health Center, 3021 Voyager Drive:* Go Red logo projected on the building at night.
  - Prevea East De Pere Health Center, 3860 Monroe Road:* Go Red logo projected on the two story wall in the main entry during the day.
  - Prevea St. Mary's Health Center, 1715 Dousman Street:* Go Red logo projected on the wall of the main entry during the day.
  
- ♥ **Wearing Red for Go Red.** Prevea Health is so pumped about Heart Month, we're celebrating *twice*. The first day will be on February 5, in honor of Wear Red for Go Red for Women day. Employees are asked to wear red head-to-toe red to compete for prizes for the most spirited outfit. Everybody will get a Go Red sticker as well, to promote awareness on this day. Employees wear red again on February 12, this time as a way to raise money for the American Heart Association.

[MORE]

*Prevea Goes Red, page 2*

- ♥ **Speaking of a Healthy Heart...** Prevea Health will again be hosting a series of free talks on heart health. Talks are open to the public and designed to promote awareness of issues that affect the heart and help the community learn how to control or prevent those risks. For more information on the Healthy Heart series and to register, go to [www.prevea.com](http://www.prevea.com) or call (920) 272-1050.

February 11– 6-7:30 p.m.

Healthy Heart Series: Recognize the Signs of Heart Failure  
Allouez Health Center, 2<sup>nd</sup> Floor

1821 S. Webster, Green Bay

Presented by: Prevea Non-Invasive Cardiologist J. Michael Frangiskakis, M.D., Ph.D.

February 16 – 6-7:30 p.m.

Healthy Heart Series: Strumming Your Heart Strings—Heart Murmurs and Heart Valves

St. Vincent Hospital, Heritage Room

835 S. Van Buren St., Green Bay

Presented by Prevea Cardiothoracic Surgeon John Seccombe, M.D.

February 23 – 6-7:30 p.m.

Healthy Heart Series: Cardiac Risk Factors—Learn the Heart Facts

St. Vincent Hospital, Heritage Room

835 S. Van Buren St., Green Bay

Presented by Prevea Interventional Cardiologist Paul Pienkos, M.D.

Heart disease, stroke, and other cardiovascular diseases are by far the leading causes of death in Wisconsin and in the United States. What's more, women account for more than half of those deaths, making up 52.1 percent of deaths related to cardiovascular disease. It is estimated that on average, 21 women die from heart disease and stroke in Wisconsin each day.

This is why we take heart health seriously. Prevea Health, in conjunction with St. Vincent and St. Mary's Hospitals, has one of the premiere cardiology departments in the area. Prevea Health works with the Wisconsin chapter of the American Heart Association and Go Red For Women to help bring awareness on heart health and help inform people on how they can reduce their risk of dying from this disease.

Prevea Health's mission is to care for people with passion, pride, and respect. Founded in 1996, Prevea Health partners with St. Mary's and St. Vincent Hospitals in Green Bay, and St. Nicholas Hospital in Sheboygan to provide access to more than 200 providers in over 50 specialty areas. Prevea's 20 locations are throughout metropolitan Green Bay and in Kewaunee, Marinette, Oconto, Plymouth, Pulaski, Seymour, Sheboygan and Sturgeon Bay. Visit [www.prevea.com](http://www.prevea.com) for more information.

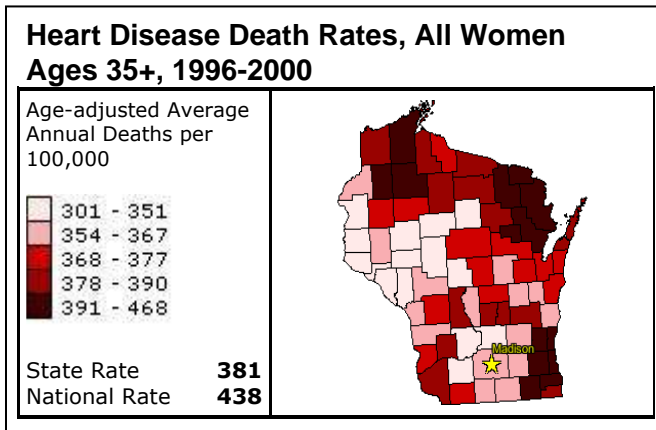
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**Heart Disease and Stroke. You're the Cure.**

**Women and Cardiovascular Disease State Facts: Wisconsin**

- Heart disease, stroke, and other cardiovascular diseases are the No. 1 killer of women in Wisconsin.
- Heart disease and stroke account for 32.2% of all female deaths in Wisconsin.
- On average, 21 females die from heart disease and stroke in Wisconsin each day.



- Heart disease alone is the leading cause of death in Wisconsin, accounting for 5,931 female deaths in 2005.
- Stroke is the No. 3 cause of female death in Wisconsin, accounting for 1,811 female deaths in 2005.
- Nearly 53% of women in Wisconsin are overweight and obese.\*
- In Wisconsin, 19.5% of women smoke cigarettes.

Source: Centers for Disease Control and Prevention. Mortality data based on WISQARS Leading Cause of Death Reports, 2005; state maps from the Division of Heart Disease and Stroke Prevention; risk factor data from the BRFSS, 2007.

\* Overweight is defined as having a body mass index (BMI) of 25.0-29.9 and obese is defined as having a BMI of 30.0 or greater.

**Anita Fox — Wisconsin Survivor**

Anita Fox of Milwaukee, suffering severe exhaustion, went to her family doctor. He attributed her symptoms to being overweight, middle-aged at 52 and having a very tiring work schedule. Anita decided he was right and didn't pursue any further treatment.

Three months later she began having trouble breathing, so she called 9-1-1. When the paramedics arrived, they took her pulse and blood pressure and told her that she had the flu and didn't need to go to the hospital. Sensing something more serious, Anita got in her car and drove to the hospital — where she was diagnosed with a massive heart attack complicated by pneumonia.

She was so weak from the pneumonia she had to wait four days until she was strong enough to have quadruple bypass surgery. Her family was told it was "a miracle she didn't die."

Anita now exercises more regularly, has lost weight and is doing well. She has also become an active American Heart Association volunteer advocating to increase awareness and reduce the burden of cardiovascular disease, especially in women. Anita's experience shows why the American Heart Association and its volunteers are advocating for more research, education and screening to help prevent and cure heart disease, stroke and other cardiovascular diseases, the No. 1 killer of women in Wisconsin and the United States.