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Jayme.Sandberg@heart.org**Follow AHA on twitter:**www.twitter.com/AHALowa**Tweet/Post this:** Want a heart health makeover? Applications are due June 8, for Des Moines Go Red Makeover Challenge. www.heart.org/desmoines

American Heart Association seeks women for 4th heart health makeover challenge

(DES MOINES, May 17, 2010) – The American Heart Association of Greater Des Moines is accepting applications for its 4th annual Go Red For Women heart makeover challenge.

This year, both individual applicants and mom/daughter pairs will be considered for the Des Moines Go Red Makeover Challenge, presented by Iowa Health Des Moines. Applications are due June 8. Daughters should be between the ages of 13 and 18. Finalists will be selected by a committee based on a variety of criteria and selected participants will be notified the week of June 28.

To apply, visit www.heart.org/desmoines and complete an application before June 8. For more information about the Go Red Makeover Challenge, applicants can contact Jennifer Hopes at 515-246-4580 or jennifer.hopes@heart.org.

The challengers will experience a 10-week heart health makeover where each woman will have an initial consultation and check-up with an MD/MLP associated with Iowa Health Des Moines, oversight by a registered dietician, a free 10-week membership to a gym, and a fitness evaluation with a personal trainer.

Each participant will have initial wellness screenings where several fitness measures along with height, weight, blood pressure, cholesterol, -HDL.LDL, triglycerides, BMI and blood glucose are measured. The same numbers will be measured at the end of the 10-week challenge and the woman who has reduced her cardiac risk the most will be crowned at the Des Moines Go Red For Women Luncheon on Sept. 24 at the Hy-Vee Conference Center in West Des Moines.

This year, challengers will also register for the American Heart Association's new online heart makeover program called BetterU. BetterU will help them further their understanding about cardiovascular disease risk factors and prevention, set realistic goals, and stay on track with lifestyle changes. BetterU is free and available to everyone.

"Each year we meet incredible women through the Go Red Makeover Challenge who become shining examples of what small changes and a commitment to heart health can do," says Erika York, Go Red Makeover Challenge Committee co-chair. "We're excited this year, through Go Red For Women, to offer an additional tool for challengers and non-challengers alike to makeover their hearts."

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About Go Red For Women

Go Red For Women is part of the American Heart Association's solution to help save women's lives. With one out of three women still dying from heart disease, we are committed to fighting this No. 1 killer, which is largely preventable. GoRedForWomen.org, a premiere source of information and education, connects millions of women of all ages and gives them tangible resources to turn personal choices into lifesaving actions. We encourage women and the men who love them to embrace the cause. For more information please visit GoRedForWomen.org or call 1-888-MY-HEART (1-888-694-3278). The movement is nationally sponsored by Macy's and Merck & Co., Inc.

About the American Heart Association

Founded in 1924, we're the nation's oldest and largest voluntary health organization dedicated to building healthier lives, free of heart disease and stroke. To help prevent, treat and defeat these diseases — America's No. 1 and No. 3 killers — we fund cutting-edge research, conduct lifesaving public and professional educational programs, and advocate to protect public health. To learn more or join us in helping all Americans, call 1-800-AHA-USA1 or visit americanheart.org.