



NEWS RELEASE

FOR IMMEDIATE RELEASE

September 20, 2006

***Heart Healthy Day* Helps the Hispanic Community Tackle High Cholesterol and Heart Disease Risk**

One in Four U.S. Hispanic Adults Has Elevated Cholesterol¹

AstraZeneca, in partnership with the National Latina Health Network, is holding *Heart Healthy Day* in six cities across the country on Saturday, September 23rd to mark National Cholesterol Month and Hispanic Heritage Month.

Heart Healthy Day will include FREE blood pressure and cholesterol screenings – both critical to maintaining a healthy heart – and an opportunity for participants to speak briefly with a bi-lingual health counselor, receive educational materials about cardiovascular risk factors and leave with personal information to take to their doctors. Participants will also receive a special Heart Healthy calling card to remind friends and family about the importance of eating well, exercising regularly and talking with their doctor about a plan for getting to their heart health goals. All materials will be available in English and Spanish.

This is the second multi-city *Heart Healthy Day* AstraZeneca and the National Latina Health Network have sponsored this year. The first was held in February. *Heart Healthy Day* is part of a national public service initiative sponsored by AstraZeneca to educate about the risks of elevated cholesterol, high blood pressure, and cardiovascular disease to help curb the rates of heart disease in the Hispanic community.

According to the American Heart Association, high cholesterol is a serious health concern for Hispanic adults. In addition, heart disease is the leading cause of death among Hispanics in the U.S., according to the National Heart Lung and Blood Institute.²

“The positive response and incredible turnout to the first *Heart Healthy Day* proved us that screening efforts really make a difference in our communities. People want to learn more about their own cardiovascular risk factors as long as they’re presented with information in a comfortable, familiar setting by people and groups they trust,” said Elena Alvarado, President and CEO of National Latina Health Network, a nationwide health organization for Hispanic women and their families.

September 23rd *Heart Healthy Day* activities are taking place in Miami, New York City, Houston, Chicago, Los Angeles and Boston with promotional support from the Telemundo Network including week-long promotions featuring Mauricio Zeilic, host of “Cotorreando,” plus live, on-site coverage.

“High cholesterol is a very serious health issue among Hispanics—who are 36 percent less likely than Caucasians to have properly controlled cholesterol,” said Roberto Madrazo, Sr. Director Multicultural Marketing, at AstraZeneca. “We are committed to studying cardiovascular risks in the Hispanic community, providing screenings and encouraging people to talk with their doctor about their heart health numbers.”

For more information about Heart Healthy Day, please call 1-800-640-5881.

About High Cholesterol

According to the American Heart Association, high cholesterol is a serious health concern for Hispanic adults. Among Hispanic Americans age 20 and older, 51.9 percent of men and 44.8 percent of women have total blood cholesterol levels of 200 mg/dL or higher. Of these, nearly 17 percent of men and nearly 14 percent of women have total cholesterol over 240 mg/dL.⁴

About Heart Disease

Nearly 38 million Americans have been diagnosed with high cholesterol – one of the leading risk factors for heart disease – which takes the lives of nearly one million people in the U.S. every year.⁵

About the National Latina Health Network (NLHN)

Established in 1997, the National Latina Health Network is a growing network of organizations and individuals dedicated to improving the quality of health among Latinas and their families. It is a unique organization of health experts who are connected and active in community-based program development and policy and research. The NLHN provides innovative health programming to local and regional agencies. The NLHN brings together, and is committed to, strengthening and supporting a network of Latina leaders in public health.

About AstraZeneca

Through its 40 years of cardiovascular experience, AstraZeneca has developed a robust portfolio of products for high cholesterol, high blood pressure and heart failure including CRESTOR®, ATACAND® and TOPROL-XL®. AstraZeneca is a major international healthcare business engaged in the research, development, manufacture and marketing of prescription pharmaceuticals and the supply of healthcare services. It is one of the world's leading pharmaceutical companies with healthcare sales of over \$23.95 billion and leading positions in sales of gastrointestinal, cardiovascular, respiratory, oncology and neuroscience products. In the United States, AstraZeneca is a \$10.77 billion healthcare business with more than 12,000 employees. AstraZeneca

is listed in the Dow Jones Sustainability Index (Global) as well as the FTSE4Good Index.

For more information about AstraZeneca, please visit: www.astrazeneca-us.com

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1 American Heart Association. "Inflammation, Heart Disease and Stroke: The Role of C-Reactive Protein." Online. Internet. 2005. Available: <http://www.americanheart.org/presenter.jhtml?identifier=4648>.

American Heart Association. *Hispanics/Latinos and Cardiovascular – Statistics – 2006 Update*. Dallas, TX.; 2006.

2 American Heart Association. "Inflammation, Heart Disease and Stroke: The Role of C-Reactive Protein." Online. Internet. 2005. Available: <http://www.americanheart.org/presenter.jhtml?identifier=4648>.

¹ American Heart Association. *Hispanics/Latinos and Cardiovascular – Statistics – 2006 Update*. Dallas, TX.; 2006.

3 American Heart Association. "American Ethnic Groups less likely to have cholesterol controlled." Online. Internet. Available at <http://www.americanheart.org/presenter.jhtml?identifier=3026059>. Accessed February 15, 2006.

4¹ American Heart Association. *Hispanics/Latinos and Cardiovascular – Statistics – 2006 Update*. Dallas, TX.; 2006.

5¹ American Heart Association. Statistical Fact Sheet – Risk Factors: High Blood Cholesterol and Other Lipids – Statistics. Dallas, TX.: 2004. Division for Heart Disease and Prevention Documents. Centers for Disease Control Website. Available at http://www.cdc.gov/nccdphp/publications/aag/pdf/aag_cvh2006.pdf. Accessed May 26, 2006.
