

MEDIA RELEASE

FOR IMMEDIATE RELEASE

March 13, 2010

National Latina Health Network to hold *Heart Truth*[®]/*La Verdad Acerca del Corazón* Day of Celebration for Farmworker Women in South Florida

WHAT: March is Womens month, and the NLHN, a non-profit organization that addresses critical health concerns affecting Latinas and their families, has partnered with Florida based organization, Sembrando Flores, to help increase awareness about heart disease. The Day of Celebration will commemorate and showcase the successes of NLHN's Heart Truth[®] educational program that began in 2009.

NLHN's Heart Truth[®] program goal was to improve Latinas' cardiovascular health and quality of life through the prevention and detection of risk factors; and early identification of heart attacks and strokes. NLHN facilitated sessions in Spanish, reaching at least 100 Latinas (Heart Health Ambassadors). These HHAs, in turn, identify at least 1 personal "doable" healthy behavior activity and incorporate this behavior change into their everyday life.

WHO: National Latina Health Network in collaboration with Sembrando Flores and other local community based organizations.

WHERE: Sembrando Flores 29355 S. Dixie Highway Homestead Florida 33030

WHEN: Saturday, March 20, 2010 from 10:00 A.M. – 2:00 P.M.

WHY: Heart disease is the #1 killer of women. Women of color continue to have higher rates of some risk factors for heart disease and are more likely to die of the disease. To help address this issue in the Latino community, NLHN has partnered with Sembrando Flores

This unique program could not be possible without the support from the following outstanding organizations:

- The National Heart, Lung, and Blood Institute (NHLBI), National Institutes of Health
- Sembrando Flores
- Red Cross
- Salud Al Dia Magazine

For event information or media interview requests, please call Maribel Quiala at 305-729-5050

For more information about NLHN and the Heart Truth/La Verdad Acerca del Corazon program please visit www.nlhn.net

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