

The left side of the page is decorated with a vertical column of various heart shapes. Some are solid colors like red, pink, and orange, while others are outlines or have a layered, 3D effect. The hearts vary in size and are scattered along the left edge.

*The Association for Women in Communications
Presents a New Year Event With Heart!*

***Take It To Heart:
Creating Passion For Good Health***

Thursday, January 22 • 11:30 a.m. to 1:30 p.m.
Baylor University Medical Center at Dallas
Sparkman Conference Center and Library
3500 Gaston Ave. (Roberts Hospital, First Floor)
\$12—AWC members / \$15—guests and walk-ins

“Creating Passion For Your Cause”

American Heart Association
Julie Grabarkewitz, advertising director
12:00 p.m. – 12:30 p.m.

Hear how this national health organization is igniting passion for its mission to reduce heart disease and stroke through a major new initiative. Heart disease and stroke are primary causes of death and disability in the U.S., but those at risk often lack the urgency or question the need to change their behavior. Learn how the American Heart Association is getting the message out through its national paid advertising, a new Ad Council campaign for the American Stroke Association, and “Go Red For Women,” an exciting cause-related marketing effort that focuses on women and heart disease.

“Heart Health For Women—Heart-to-Heart with a Cardiologist”

Baylor Heart and Vascular Services
Cara East, M.D., director, Clinical Cardiovascular Research Center
12:45 p.m. – 1:15 p.m.

Women may think of breast cancer as their biggest health risk, but heart disease is actually the leading cause of death of American women. Dr. Cara East, North Texas Heart Center cardiologist and director of Baylor’s Clinical Cardiovascular Research Center, will alert us to the risk factors and warning signs specific to women; share information on wellness programs and ideas for making healthier choices; and describe some of the exciting new, non-invasive screening technologies and treatments that are available. This eye-opening presentation will be followed by a stimulating question-and-answer session.

Heart-healthy lunch by Two Sisters Catering!

Call the AWC Hotline at 972-394-7761 to RSVP by Friday, January 16
Win a Romance Weekend Package and Other Great Raffle Prizes! Gifts!

For more information and directions:
www.awcdallas.com