



Everyone Has A Heart®

# NEWS RELEASE

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For Immediate Release

## ***THE GOOD, THE BAD AND THE FORGOTTEN FAT***

*Sister to Sister's new campaign encourages American women to remember the "forgotten fat" when managing their heart-health*

Washington, D.C. - Sister to Sister has taken another step toward increasing heart-health among women by launching a new campaign educating women with the latest knowledge about total lipid health. Lipid is a term describing fats in the blood. *The Good, the Bad and the Forgotten Fat* campaign focuses beyond the commonly discussed "good" (HDL) and "bad" (LDL) cholesterol and helps women recognize the importance of controlling their triglycerides, or the "forgotten fat."

Serving as the physician spokeswoman for the campaign is Dr. Donnica Moore, M.D., better known as Dr. Donnica. She is passionate about educating women about their heart health and working to prevent cardiovascular disease, which is the leading cause of death in American women and kills more than 10 times as many women each year as breast cancer. "Women tend to take care of others at the expense of their own health. We want women to learn about heart disease risk factors like high triglycerides that, caught early, can be reversed."

"We are thrilled at this opportunity to further educate women, specifically about the importance of considering triglycerides in addition to cholesterol, and to motivate them to make positive changes and take the necessary steps to protect and improve their heart health," said Sister to Sister's Founding President, Irene Pollin, M.S.W. "For the first time, these Sister to Sister screenings will include a test to measure participants' triglycerides."

Mrs. Pollin practiced for 25 years as a psychotherapist working with patients with chronic medical conditions. Known for her years of philanthropy and dedication to the medical profession, Mrs. Pollin established Sister to Sister in 1999. The mission of the national grassroots nonprofit organization is to bring free heart disease screenings and heart-healthy prevention information to women across the country. Sister to Sister's goal is to help women prevent heart disease by providing the tools and motivation to make positive behavioral changes.

Together, Dr. Donnica and Mrs. Pollin encourage patients to talk to their doctors about how to control all three lipids, including triglycerides, and maximize their heart-health. *The Good, The Bad and The Forgotten Fat* campaign will feature health fairs across the nation with heart-health screenings, a nationally distributed TV, radio and print public service announcement focusing on triglyceride awareness, and an educational Web site – [www.forgottenfat.com](http://www.forgottenfat.com).

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## **About Triglycerides**

Elevated triglycerides are closely linked to increased risk of cardiovascular disease, which is the leading cause of death in both American men and women. Triglyceride levels below 150 mg/dL are considered normal. The risk of developing coronary artery disease doubles when triglyceride levels are above 200 mg/dL. When triglycerides are above 200 mg/dL and “good” (HDL) cholesterol is below 40 mg/dL, a person is at four times the risk.

High triglycerides, not total cholesterol or LDL cholesterol, predict a risk of developing protein in the urine, which can be an early sign of kidney failure. Very high levels of triglycerides can also lead to liver damage, under-active thyroid and pancreatitis.

Elevated triglycerides are an even more significant risk factor for women than men. In fact, an increase in triglyceride levels of 88 points increases the risk of developing cardiovascular disease by 37% for women, compared to 14% for men.

## **About Sister to Sister**

The Sister to Sister - Everyone Has A Heart Foundation, Inc.® is the only national organization dedicated to educating women about heart disease and encouraging them to change their behavior to prevent or minimize their cardiac risk factors. Sister to Sister accomplishes this by providing free cardiac screenings to women nationwide, conducting and publishing research on women and cardiac health, and providing women with the tools to make constructive changes for improved cardiac health. In 2007, Sister to Sister will conduct National Woman’s Heart Day events in 16 cities, including: Atlanta, Baltimore, Boston, Charlotte, Chicago, Dallas, Indianapolis, Los Angeles, Miami, New York, Philadelphia, Phoenix, St. Louis and Washington, DC. For more information on Sister to Sister, please visit [www.sistertosister.org](http://www.sistertosister.org).

*The Good, the Bad and the Forgotten Fat* campaign is supported by an educational grant from Abbott.

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