



News Release

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### **Go Red for Women virtual event to be held Feb. 25**

For Immediate Release

**(COLUMBUS, Neb.)** – The annual Go Red for Women event will have a different look this year.

The public is still invited to dress in red attire and take part in the American Heart Association's campaign that supports research and education for women's heart health. However, this year, they will be able to do that from the comfort of their own homes as Go Red for Women is going virtual because of the coronavirus pandemic.

"In spite of the pandemic, heart disease continues to be the No. 1 killer of women. It is imperative that we continue to educate women of the warning signs of a heart attack and stroke, while promoting the importance of living a healthy lifestyle, especially during these times," said Cori Lamm, development director at the American Heart Association.

Columbus Community Hospital is serving as the presenting sponsor of the local event, which will be held from 5:30 to 7 p.m. on Feb. 25.

For the past 17 years, Go Red for Women events have been held to raise awareness about women and cardiovascular disease. Heart disease and stroke cause one in three deaths among women each year. That is more than all cancers combined.

Go Red for Women events, like the one in Columbus, empower and educate women to make healthy lifestyle choices.

"Raising awareness and encouraging women to know the facts about their heart health is important. I see women on a daily basis who are recovering from cardiovascular diseases. Go Red for Women helps women learn about their risk factors and the steps they can take to lower their chances of developing heart disease," said Lisa Perrin, event chair and manager of cardiopulmonary rehabilitation at CCH.

The Columbus event will feature Dr. Todd Tessororf, a cardiologist with Bryan Heart in Lincoln; a healthy cooking demonstration by Joan Plummer, a dietician and diabetes educator at CCH;



and Diane Moyal, a heart disease survivor. During the evening, attendees will also be invited to give to the American Heart Association. Anyone who donates \$50 or more will be mailed a sleeping mask courtesy of Pinnacle Bank.

An online auction is also part of the event. Bidding will begin at noon on Feb. 19 and end at 5 p.m. on Feb. 26.

Sponsorship opportunities are available. For a \$1,000 contribution, corporate table sponsors will receive eight meals and eight swag bags the day of the event.

To register for Go Red for Women, visit: [https://heart.zoom.us/webinar/register/WN - VftvDJ6TpiLTM4g0K9oNw](https://heart.zoom.us/webinar/register/WN_VftvDJ6TpiLTM4g0K9oNw).

For more information about the event or sponsorship, contact Perrin at [Imperrin@columbushosp.org](mailto:Imperrin@columbushosp.org), or Lamm at [Cori.Lamm@heart.org](mailto:Cori.Lamm@heart.org).

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