

♥ HEART HEALTH

Her Most Important Number May Be The One She Doesn't Even Know

(NAPSA)—Women rely on a range of numbers throughout each day such as phone numbers, bank accounts, credit cards, IDs and PINs. However, for millions of women, there's one important number they don't know, and yet it could provide a warning sign for heart disease. According to a recent survey by the Society of Women's Health, fewer than one-third of women know their cholesterol number. In addition, more than one-third (36.3 percent) of women were surprised to learn that high cholesterol has no symptoms.

Heart disease is the number one killer of women. In fact, heart disease kills eight times as many women as breast cancer. Maintaining a low cholesterol level and leading a healthy lifestyle are the first steps in preventing heart disease. Women in need are at even greater risk for heart disease because they often do not have access to resources for proper preventative care.

According to the National Heart, Lung, and Blood Institute, just by leading a healthy lifestyle—such as maintaining a healthy weight, not smoking, exercising regularly and eating right—Americans can lower their risk of heart disease by as much as 82 percent. But, regrettably, WomenHeart, the nation's only patient advocacy organization serving women with heart disease, reports that only 3 percent of American women take these steps toward prevention.

Taking simple steps each day, such as choosing foods that are part of a heart-healthy diet and getting the recommended amount of physical activity, can make a



Women can take steps to lower their cholesterol and reduce their risk for heart disease.

big difference in caring for your heart.

This year, Cheerios is partnering with 8th Continent Soymilk to donate up to \$500,000 to WomenHeart to support its information and advocacy programs and to provide free cholesterol screenings for women in need.

Starting in January 2008, the Cheerios Circle of Helping Hearts will donate \$1 to WomenHeart (up to \$500,000) for every code entered by consumers at www.cheerioshelpinghearts.com by January 30, 2009 and 8th Continent will donate \$1 for every code entered at www.8thcontinent.com by December 31st, 2008. Consumers can find these codes inside specially marked boxes of Cheerios and on 8th Continent bottles.

Remember, taking simple steps each day, such as choosing foods that are part of a heart-healthy diet and getting the recommended amount of physical activity, can make a big difference in caring for your heart.