



THREE YEAR PARTNERSHIP BETWEEN GO RED FOR WOMEN AND DONA BERTARELLI'S LADYCAT ENABLES CAMPAIGN TO GROW BY 56%

Geneva, February 3, 2010 -- The three year partnership between Dona Bertarelli, her Decision 35 catamaran Ladycat (SUI10) and Go Red for Women, the international campaign of the World Heart Federation to raise public awareness of heart disease and stroke in women, ended successfully in December 2009.

"Thanks to Dona Bertarelli's support, the campaign has taken off in 47 countries, from 30 when the partnership began, increasing awareness among women of the need to look after their heart health and creating real momentum. Significant progress has also been made in raising attention among policy makers," says Helen Alderson, CEO of the World Heart Federation. "Through Dona Bertarelli and her team's example, the messages of not smoking, eating healthily and doing regular exercise have been seen and heard in many places, both in Switzerland and abroad."

Ladycat was launched in 2007 with the only all-female crew to compete in the Julius Baer Challenge, one of the most competitive single-design multihull regattas in closed waters in the world. As partners of the Go Red for Women campaign, all the team members advocated actively for healthier lifestyles for women.

At the beginning of the partnership, Go Red for Women carried out baseline surveys in Australia, Colombia, Denmark, Singapore and the USA to identify what level of awareness there is that heart disease and stroke is the number one killer of women. The surveys revealed that only 10% of women knew. Follow up surveys in Australia and the USA since then have shown marked increases in knowledge, demonstrating that Go Red for Women has had a positive impact on increasing women's awareness of heart disease and stroke.

"I am delighted that the CHF 450'000 support we contributed to the campaign has impacted upon many women's lives. We are privileged in Switzerland to have easy access to healthcare, which is not the case everywhere in the world. The World Heart Federation is carrying out important work that can improve women's lives and health and it has been an honour to be part of that," commented Dona Bertarelli.

The Go Red for Women campaign (<http://www.worldheart.org/what-we-do/go-red-for-women/>) aims to empower women to take better care of their heart health; advocate to policy-makers and governments to include heart disease and stroke in women on global and national health agendas; and raise awareness among medical professionals so that they focus increased attention on heart disease and stroke in women.

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About the World Heart Federation

The World Heart Federation is a nongovernmental organization which unites its members and leads the global fight against heart disease and stroke, with a focus on low- and middle-income countries. Its membership is comprised of 202 medical societies and heart foundations from over 100 countries.

www.worldheart.org