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Lawrence General Hospital Celebrates National Wear Red Day® *National Campaign Aims to Raise Awareness in the Fight Against Heart Disease*

Lawrence, MA - On Friday, February 1st, Lawrence General Hospital is proud to join the fight against heart disease and raise awareness among local women by going red for National Wear Red Day. National Wear Red Day is a day when Americans nationwide wear red to show their support for women's heart disease awareness.

Awareness that heart disease is the #1 killer of women has nearly doubled in the last 12 years. However, most women fail to make the connection between heart disease risk factors and their personal risk of developing the disease.

"As a community healthcare resource, Lawrence General Hospital has a great opportunity to reach out to women in the Merrimack Valley and alert them to their personal risk factors for heart disease," states Kathy Caredeo, Director of the Cardiovascular Center at Lawrence General Hospital. "By joining together, we can raise awareness locally about heart disease and help lead women on the path to prevention."

In addition to raising awareness, Lawrence General Hospital serves as a leader in treating and preventing heart disease by providing local access to specialized, cardiac care. The Cardiovascular Center at Lawrence General Hospital offers patients comprehensive cardiac services, from the diagnosis and treatment to recovery and prevention, of cardiovascular disease. Lawrence General's multidisciplinary cardiovascular team provides the highest level of care and compassion to our patients using state-of-the-art diagnostics, the latest technologies and advanced medical procedures.

In 2010, Lawrence General established a clinical affiliation with the CardioVascular Institute (CVI) at Beth Israel Deaconess Medical Center (BIDMC) in Boston to significantly enhance cardiac catheterization and angioplasty services in the Merrimack Valley.

In addition, Lawrence General now offers Cardiac Rehabilitation for patients who've suffered a cardiac event, or for anyone wanting a personalized, structured exercise setting that will help them achieve their health and lifestyle goals. The Hospital's Emergency Center is also recognized as a Certified Stroke Center, able to treat patients with stroke symptoms and diagnosis with specialized, rapid treatment protocols.

The Heart Truth is a national campaign for women about heart disease and is sponsored by the National Heart, Lung, and Blood Institute (NHLBI), part of the National Institutes of Health, U.S. Department of Health and Human Services (HHS). Through the campaign, the NHLBI leads the nation in a landmark heart health awareness-to-action movement that is being embraced by millions who share the common goal of better heart health for all women. *The Heart Truth* created and introduced the Red Dress® as the national symbol for women and heart disease awareness in 2002 to deliver an urgent wake-up call to American women. The Red Dress® reminds women of the need to protect their heart health, and inspires them to take action.

For more information about The Cardiovascular Center at Lawrence General Hospital, cardiovascular disease and healthy living, visit us online at www.lawrencegeneral.org.

About Lawrence General Hospital

Lawrence General Hospital was founded in 1875, and is the only private, non-profit community hospital in the Merrimack Valley & Southern New Hampshire regions. Driven by their mission of providing access to high quality, high value medical care for the community, Lawrence General serves nearly 300,000 patients annually, offering acute inpatient and emergency care, as well as the only pediatric inpatient center in the Merrimack Valley. In 2011, Lawrence General Hospital provided over \$13 million in community benefits and charity care throughout the Merrimack Valley. Lawrence General Hospital is proud to be clinically affiliated with both Beth Israel Deaconess Medical Center and Floating Hospital for Children at Tufts Medical Center. For more information on Lawrence General Hospital please visit www.lawrencegeneral.org.

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