

MyTCH.org/hearthappy**MEDIA CONTACT:** Michael Beauchat, 513-585-4900Michael.Beauchat@TheChristHospital.com

Greater Cincinnati's Heart HospitalSM Goes Red for Heart Month

Donations Made for #HeartHappy Photos

Cincinnati, Ohio (Jan. 31, 2014) – The Christ Hospital Health Network is gearing up to Go Red in support of February as American Heart Month and as the presenting sponsor of The American Heart Association's [Go Red For Women](#) initiative—a program focused on educating women about their risk of heart disease and stroke.

Heart disease is the #1 killer of both men and women, but it is preventable. Fight back during American Heart Month by learning about the condition and the ways you can improve your odds. The Christ Hospital Health Network is offering simple ways for you to learn more and help build heart disease awareness:

- Upload a photo or image of what makes your heart happy to Instagram or Facebook using #HeartHappy.
- Visit MyTCH.org/hearthappy to view and share heart-healthy tips and receive a special discount on a heart screening.

The Network will donate \$1 to Go Red for Women, up to \$5,000, for each #HeartHappy photo posted, web page visit and shared page. Some #HeartHappy moments submitted will be displayed on Cincinnati-area billboards and in local publications during the month of February.

Additional events include:

- Saturday, Feb. 1: Red will illuminate from the top of Mt. Auburn as The Christ Hospital tower is lit in red.

- More -

NEWS RELEASE

- Friday, Feb. 7: [National Go Red Day](#). Wear red to show your support in the fight against heart disease. Upload Go Red Day photos with #HeartHappy to Facebook and Instagram and a \$1 donation to Go Red for Women will be made.
- Saturday, Feb. 8: Go Red Total Makeover at Macy's Downtown, 505 Vine St., 1 - 3 p.m. Interactive stations throughout the store will provide health information, fun activities and lots of giveaways, including a chance to win a \$250 Macy's gift card.

- 30 -

About The Christ Hospital Health Network: The Christ Hospital Health Network is a regional system of care that extends The Christ Hospital's nearly 125 years of superior care and leadership to more than 100 locations in the Greater Cincinnati area. The Network delivers integrated, individualized healthcare and wellness services through its comprehensive physician network, advanced specialty services and the region's Most Preferred Hospital (National Research Corporation). Its mission is to provide the finest patient experience and improve the health of the community. To learn more about its locations and award-winning services, visit TheChristHospital.com.