



RETURN ON INVESTMENT

WHY SUPPORT THE GO RED CAMPAIGN

- Cardiovascular disease kills a woman every minute. This year alone, nearly 500,000 of our mothers, sisters, daughters, cousins, aunts, grandmothers, best friends and other women will lose their lives to the Silent Killer.
- 1 in 30 American women die of breast cancer and about 1 in 3 die of cardiovascular disease.
- Coronary heart disease and stroke are the No. 1 and No. 3 killers of women over age 25.
- Go Red is a movement passionately dedicated to help women fight back against heart disease.

2010 GO RED FOR WOMEN LUNCHEON

On Friday, February 12th, 2010, approximately 420 women and men attended the Luncheon at The Hotel Del Coronado. The event raised a total of \$200,000.

2011 GO RED FOR WOMEN LUNCHEON

Friday, April 1, 2011 at The Hotel Del Coronado.

WHY PARTNER WITH THE AMERICAN HEART ASSOCIATION?

- 98% of Americans perceive the American Heart Association logo positively, which provides brand credibility for you.
- 92% say that they have a more positive image of companies and products that support causes.
- 78% say that a company's commitment to social issues is important when they decide which products and services to recommend to other people.
- 77% of Americans consider a company's commitment to social issues when deciding where to work .
- Create a point of differentiation from other retailers in your trading markets.
- The continued growth & success of the Go Red for Women movement in San Diego allows for more local research and educational programs.

RESEARCH & SCIENCE: OUR STRATEGY AND COMMITMENT

By advancing groundbreaking research and widespread education, we're giving you the knowledge and power to live a longer, healthier life.

American Heart Association-funded research has led to the discovery and development of many treatments and procedures that were once more like science fiction. Advances such as cardiopulmonary resuscitation (CPR), cardiac catheterization, bypass surgery, stents, clot-busting drugs and transplantation are among the many life-saving treatments and procedures our funding has supported.

The San Diego AHA raised \$1.9 Million last year, but over \$10 Million was invested into San Diego research institutions. The figure below shows how San Diego benefits:

RESEARCH FUNDED for 2010			RESEARCH NOT FUNDED	
	Amount	Awards	Amount	Awards
San Diego Institution				
UC San Diego	\$7,524,040	42	\$1,064,000	4
Scripps Research Institute	\$492,000	5	\$346,000	5
San Diego State University	\$86,000	2	\$43,000	1
La Jolla Institute for Allergy & Immunology	\$167,000	2	\$81,000	1
SDSU Research Foundation	\$43,000	1		
Veterans Medical Research Fdtn	\$355,000	3	\$104,000	1
The Burnham Institute	\$1,333,000	10		
Torrey Pines Institute			\$44,000	1
The Salk Institute for Biological Studies	\$616,000	2		
TOTAL AMOUNT	\$10,616,040	67	\$1,682,000	13

AND STILL SO MUCH IS LEFT UNFUNDED...

Total meritorious research awards left unfunded in San Diego included 13 awards for \$1,682,000. These are potential breakthroughs that could save a life.

GO RED FOR WOMEN SPONSORSHIP PROVIDES:

- Exposure to 450 participants
- Face to face access to a premier corporate and consumer audience
- High quality visibility with on-site and collateral identification
- Media exposure
- Healthy lifestyle promotion and cardiovascular disease and stroke risk knowledge