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American Heart Association's Greater Phoenix Go Red for Women Digital Experience Raises Nearly \$160,000 to Fight Cardiovascular Diseases and Stroke

The American Heart Association (AHA) Greater Phoenix Division hosted its 2021 Phoenix Go Red for Women Digital Experience on Friday, May 7, 2021. The signature event—which was held as a digital gathering this year—raised nearly \$160,000, which will fund the American Heart Association's lifesaving work, including innovative scientific research and education programs that positively impact cardiovascular health.

Approximately 300 people attended the event virtually. The digital experience featured information from executives passionate about heart health and tips for women to live a fierce heart-healthy life. Heather Kane, CEO of UnitedHealthcare Arizona and New Mexico, served as the event Chair and provided a warm welcome to attendees. Erin Moran—a local female resident whose life was turned upside down last year when her sister passed away due to stroke—was the passion speaker.

"As Chairwoman of the 2021 Greater Phoenix Go Red for Women Digital Experience, I am so proud of the extraordinary people who shared their stories and the many attendees who heard our message to "Live Fierce," said Kane. "Too many women are battling issues brought on by poor heart health.

Go Red for Women is nationally sponsored by CVS Health and the Phoenix Go Red for Women Digital Experience is locally sponsored by presenting sponsors Arizona Complete Health and UnitedHealthcare.

The annual Go Red for Women campaign raises awareness that heart disease is the No. 1 killer of women and encourages them to take preventive measures to reduce their risk. The movement harnesses the energy, passion and power women have to unite and collectively wipe out heart disease. It also gives them the tools and resources they need to lead a heart-healthy life. On a national level, the Go Red for Women movement has resulted in 650,000 women's lives being saved over the last 10 years.

For more information, please visit <http://phoenixgoredluncheon.heart.org/>.