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DIRECTOR OF WOMEN'S HEALTH PROGRAM AT CEDARS-SINAI HONORED AT "RED DRESS AWARDS" FOR RESEARCH ON HEART DISEASE IN WOMEN

LOS ANGELES (Feb. 4, 2005) –C. Noel Bairey Merz, M.D., and Nieca Goldberg, M.D. – the Go Red for Women team from the American Heart Association – were honored Wednesday night at the *Woman's Day Magazine* "Red Dress Awards" in New York City. According to *Woman's Day* Editor-in-Chief, Jane Chesnutt, the recognition was given for the physicians' tremendous strides in the fight against heart disease in women. The honorees are featured in the magazine's March issue, available on newsstands on February 15.

"Heart disease continues to be a silent killer today -- many women of all ages and health history are unaware they are at serious risk," said Chesnutt, who also serves as senior vice president and group editorial director of Hachette Filipacchi Media U.S. as well as chairman of the board of the American Heart Association in New York City. "We, at *Woman's Day*, are delighted to honor these exceptional pioneers in the field of cardiovascular health for bringing the needed awareness to the public towards this preventable illness."

The Go Red for Women team from the American Heart Association developed a national campaign to boost awareness and encourage earlier and better treatment of heart disease in women. Karen Murray, president of the men's division of Liz Claiborne, will be honored with this group in her role as chair of the team.

Bairey Merz, a cardiologist, directs Cedars-Sinai Medical Center's Preventive and Rehabilitative Cardiac Center. She also directs Cedars-Sinai's Women's Health Program and holds the Women's Guild Chair in Women's Health. Among her research accomplishments, Bairey Merz chaired a National Institutes of Health-funded study called the Women's Ischemia Syndrome Evaluation (WISE). Several ongoing studies have grown out of that project.

Goldberg is author of *Women Are Not Small Men* and pioneer of the movement to make heart health a national campaign. She is chief of women's cardiac care at Lenox Hill Hospital in New York. She is also a spokeswoman for the American Heart Association and will be honored this month by becoming the first female cardiologist featured on a cereal box.

Bayer was the platinum sponsor of the awards. Berry Burst Cheerios, Walgreens and Swarovski were gold sponsors of the event.

About Cedars-Sinai: One of only four hospitals in California whose nurses have been honored with the prestigious Magnet designation, Cedars-Sinai Medical Center is one of the largest nonprofit academic medical centers in the Western United States. For 17 consecutive years, it has been named Los Angeles' most preferred hospital for all health needs in an independent survey of area residents. Cedars-Sinai is internationally renowned for its diagnostic and treatment capabilities and its broad spectrum of programs and services, as well as breakthroughs in biomedical research and superlative medical education. It ranks among the top 10 non-university hospitals in the nation for its research activities and was recently fully accredited by the Association for the Accreditation of Human Research Protection Programs, Inc. (AAHRPP). Additional information is available at www.cedars-sinai.edu.

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About *Woman's Day*: *Woman's Day* is one of the nation's leading health resources for women, with a readership of 21 million active inspired adults. Through its continued commitment to heart disease awareness in women and our partnerships with the American Heart Association and the National Heart, Lung, and Blood Institute, it created the Woman's Day Red Dress Awards. *Woman's Day* is proud to honor the individuals who are making a difference in this important crusade. Their dedication encourages each of us to support awareness of the women's heart health initiative.

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