
GE HealthCare Executives Named Co-Chairs for Go Red for Women Movement



The American Heart Association, a global force for healthier lives for all announced its co-chairs for the 20th anniversary of the Metro Chicago Go Red for Women® movement. Two executive leaders at GE HealthCare – Catherine Estrampes, president and CEO, U.S. and Canada, and Andrew DeLaO, chief strategy and marketing officer, U.S. and Canada – will spearhead mainstay Go Red events, like the Go Red for Women Executive Luncheon, along with brand new events geared toward celebrating the movement's 20th anniversary.

Go Red for Women is an initiative of the American Heart Association designed to increase women's heart health awareness and serve as a catalyst for change to improve the lives of women locally, nationally and globally.

"Addressing heart health from early screening to diagnosis to treatment – especially for women – is incredibly important to me and I'm honored to be co-chairing the Go Red activities in my home city of Chicago," Estrampes said. "We're at a pivotal crossroads for women's health nationally and globally. Our goal is to really emphasize that the woman is the heart of all our 20th anniversary efforts. We're placing HER at the center."

Cardiovascular disease is the No. 1 killer of women in the United States, claiming more lives each year than all forms of cancer combined. Heart disease and stroke continue to be among Chicago women's greatest health threats. Heart disease is the one of the leading causes of death in Illinois, claiming the lives of more than 20% of Illinoisians annually as of 2017. Illinois also has the 19th-highest death rate from cardiovascular disease in the country.

"As a member of the Latinx community, I have witnessed firsthand how challenges associated with access to cardiac education, prevention and care have impacted our communities," said DeLaO. "I'm humbled by the opportunity to leverage those experiences to support the community, raise awareness and, ultimately, help improve cardiac outcomes for patients in Chicago and worldwide."

Go Red for Women's 2024 year of programming will feature a series of new and returning events all related to women's heart health and the American Heart Association's lengthy history of dynamic, trailblazing survivors. This year's events will feature interactive components that allow attendees to actively participate in learning about the American Heart Association's mission and taking steps to improve their own heart health. New Go Red-themed activities in Chicago will include a "20 Years of Red Dresses" exhibit at the Go Red for Women Luncheon and a networking event for Go Red donors featuring a live, heart-healthy cooking class.

"The year 2024 is doubly special as the American Heart Association also commemorates the centennial anniversary of its founding, which took place here in Chicago. This year will be a time to reflect on the history of the Go Red for Women movement, the strides we've made, and the transformations that took place over the last two decades," said the American Heart Association's vice president of development, John Arnao. "As we celebrate a history rich with milestones and achievements, we're also looking ahead toward what a future of continued relentlessness and progress will look like in the decades to come."

This year's Go Red for Women movement and its local achievements will be celebrated on Feb. 24, 2024, at the Metro Chicago Go Red for Women Executive Luncheon.

Go Red for Women is nationally sponsored by CVS Health and the Chicago Go Red for Women Luncheon is locally sponsored by GE HealthCare, Dover Corporation and KPMG. For more information, contact Shelby Wolf at Shelby.Wolf@heart.org or visit www.heart.chicago.org/ChicagoGoRed.

Source: [American Heart Association](#)

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Published on : Mon, 14 Aug 2023