Heart Month Media Hits

VENTURA COUNTY & CENTRAL COAST

CENTRAL COAST MEDIA

Little Hats, Big Hearts

The Little Hats, Big Hearts
Media Day at Marian
Regional Medical Center in
Santa Ana was a success with
coverage airing on KSBY-TV
on February 2 at 11:07 PM,
February 3 at 5:16 AM and
6:17 AM. Audience reach is
estimated to be nearly
12,000.



"Little Hats" raise awareness of heart defects in newborns



San Luis Obispo Wear Red Day Luncheon

KSBY-TV ran a story on Friday, February 3 at 5:16 AM regarding the San Luis Obispo Wear Red Day Luncheon. On air personality Christina Favuzzi includes that she is the emcee for the SLO Luncheon. Audience reach is nearly 3,000.





KSBY.com and KSBY-TV

Red Day Luncheon speaker Kathie La Martina was interviewed by KSBY-TV about her experience. The clip ran on both KSBY.com, KSBY-TV and KVOA.com and mentioned both the San Luis Obispo and Santa Maria Wear Red Day Luncheons.

Local stroke survivor encourages women to be alert to signs of heart disease

Posted: Feb 03, 2017 5:47 PM PST Updated: Feb 03, 2017 7:56 PM PST

By Fabiola Ramirez CONNECT



The Central Coast - and the rest of the country - went red for women on Friday. National Wear Red Day and its associated luncheons locally were part of an effort to raise awareness about stroke and heart disease, the No. 1 killer of women.



Local stroke survivor Kathie La Martina of Arroyo Grande is a motivation to many. She spoke out about her experience at the American Heart Association's annual Wear Red Luncheon in San Luis Obispo because she wants her experience to be an eye opener to others.

"I am a stroke survivor, but I am also a wife, a mother, and a grandmother," said La Martina.

She stood in front of a crowd of more than 100 people Friday morning with a desire to spread awareness.

"I hope that by sharing my story here today, I can serve as a reminder for you to listen to your body and your inner self."

In 2015, La Martina had a stroke. Within two days, she was diagnosed with cerebellar stroke syndrome.

KSBY.com

►KSBY.com ran a s tory on February 3rd promoting the San Luis Obispo Wear Red Day Luncheon at the San Luis Obispo Country Club and the Santa Maria Wear Red Day Luncheon at the Santa Maria Country Club.

Go Red for Women for National Wear Red Day

Posted: Feb 03, 2017 4:00 AM PST Updated: Feb 03, 2017 4:00 AM PST

By KSBY Staff CONNECT

Millions of Americans are wearing red Friday to raise awareness of heart disease and celebrate the American Heart Association's Go Red for Women campaign.



Heart disease is the number one killer of women in the United States, according to the American Heart Association.

Central Coast women are invited to attend several annual luncheons Friday to support heart disease research and prevention.

KSBY Daybreak Anchor Christina Favuzzi will host the Wear Red luncheon at the San Luis Obispo Country Club starting at 11:30 a.m.

KSBY Sports Director Jessica Vo will host the Wear Red luncheon at the Santa Maria Country Club.

The American Heart Association encourages women to schedule a visit with a doctor to discuss individual heart disease risks.

Nationally, the Go Red for Women campaign has saved the live of 650,000 women over the last 10 years.

▶805 Living Magazine ran this full page Go Red Month ad in their January/February issue. The ad included mentions of the Santa Maria, San Luis Obispo and Paso Goes Red Luncheons.







Join us and be a part of the movement to improve the health of women in our community.



21st Annual Santa Barbara

Go Red For Women Luncheon

Friday, February 24, 2017

Fess Parker's Doubletree Resort







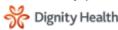




For Information: GoRedSB.heart.org | (805) 963-8862 | SBEvents@heart.org

Thank you to Dignity Health Central Coast for hosting the following Luncheons:

Local Life Is Why Sponsor:



Arroyo Grande Community Hospita French Hospital Medical Center Marian Regional Medical Center St. John's Pleasant Valley Hospital St. John's Regional Medical Center

Join us as we raise awareness and help to prevent heart disease and stroke

in our communities!

For tickets or more information, visit our event websites or call (805) 963-8862.

Go Red trademark of AHA, Red Dress trademark of CHHS.

Santa Maria Wear Red Day Luncheon

FRIDAY, FEBRUARY 3, 2017

Santa Maria Country Club . SantaMariaWearRed.kintera.org

San Luis Obispo Wear Red Day Luncheon FRIDAY, FEBRUARY 3, 2017

San Luis Obispo Country Club . SLOWearRed.org

Ventura County Go Red For Women Luncheon

FRIDAY, FEBRUARY 24, 2017

Four Seasons, Westlake Village . GoRedVC.heart.org

Paso Goes Red Luncheon

FRIDAY, MARCH 31, 2017

Paso Robles Golf Club . PasoGoesRed.kintera.org

PSA

KSBY-TV ran a :15
second PSA
throughout January
promoting the San Luis
Obispo, Santa Maria
and Paso Robles
Luncheons to their
audience.



VENTURA MEDIA

Ventura County Star

▶On February 24th the Ventura County Star published a lengthy article that included a photo gallery to highlight the Ventura Go Red For Women Luncheon at the Four Seasons in Westlake Village. A nurse from Dignity Health Central Coast was interviewed for the article as well as the keynote speaker.

Good beats: Women make strides in heart health

Alicia Doyle, Special to The Star Published 5:02 p.m. PT Feb. 24, 2017 | Updated 5:06 p.m. PT Feb. 24, 2017



























While heart disease is considered the No. 1 health threat to women, there's good news on the horizon

Deaths due to heart disease have dropped by 30 percent among women in the last decade, thanks to



Ventura County Star

STAR

This short clip ran both in the print edition and online edition of Ventura County Star under the "Briefs" section.

Annual Go Red For Women Luncheon set

WESTLAKE VILLAGE — The American Heart Association will host its annual Ventura County Go Red For Women Luncheon on Feb. 24 at the Four Seasons Westlake Village, 2 Dole Drive.

The event will begin with an Educational Session & Health Expo at 10:30 a.m., followed by the luncheon, fashion show and program at 12:15 p.m. Dr. Suzanne Steinbaum, author of "Dr. Suzanne Steinbaum's Heart Book: Every Woman's Guide to a Heart Healthy Life," will deliver the keynote message.

For more information, visit goredvc.heart.org, contact Danielle Sanchez at 445-7050 or email VCEvents@heart.org.

Society Social Calendar

Society Social Calendar ran a listing in the December/January issue's calendar section.

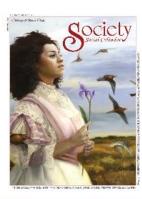


Celebrating the wonderful people who contribute their time and resources to our community.

805.750.2730

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ABOUT US MEDIA KIT ADVERTISERS CALENDAR MAGAZINE ORDER PHOTOS







The Official Master Social Calendar!

This Master Calendar is exclusively available here and is updated weekly.

Planning an event? Check it out to see if that date is open! Already set the date? Click here to to get your event added to the Master Calendar.

Click here for the Westside Calendar.

2017

February

- 13th GO RED FOR WOMEN LUNCHEON. American Heart
- Association Ventura County. Four Seasons Westlake Village. 10:30 am. - 1:30 pm. Red attire strongly suggested. Danielle Sanchez 805.963.8862; Danielle.sanchez@heart.org; www.GoRedVC.heart.org
- 2017 RECOGNITION GALA. Greater Conejo Valley Chamber of 24 Commerce. Hyatt Regency Westlake. 6:30 pm. Danielle Borja 805.370.0035; dborja@conejochamber.org; www.conejochamber.org
- FOR THE TROOPS GALA. Honoring our Gulf War Veterans. Ronald 27 Reagan Presidential Library. 5:30 pm. \$125. www.forthetroops.org

March

- WISH NIGHT 2017. Make-A-Wish Tri-Counties. Hyatt Westlake Plaza, 6:30 pm. \$100. Casual Cocktail Attire. Pattie Mullins pattie@tri-counties.wish.org; 805.826.1178
- COMMUNITY CONSCIENCE MARDI GRAS BALL. Benefiting "Under One Roof." Hyatt Westlake Plaza. www.communityconscience.org
- PATRICK WARBURTON "GOLF FOR KIDS" CELEBRITY GOLF TOURNAMENT. Benefitting St. Jude Children's Research Hospital. 9-12 JW Marriott Desert Springs Resort & Spa. www.patrickwarburtongolf.com

▶805 Living Magazine ran this full page Go Red Month ad in their January/February issue. The ad included mention of the Ventura County Go Red For Women Luncheon.

90% of women have one or more risk factors for heart disease or stroke.





Let's unite to prevent heart disease and stroke.

Join us and be a part of the movement to improve the health of women in our community.

21st Annual Santa Barbara

Go Red For Women Luncheon

Friday, February 24, 2017

Fess Parker's Doubletree Resort

Santa Barbara Go Red for Women Luncheon Locally Spansored By:















For Information: GoRedSB.heart.org | (805) 963-8862 | SBEvents@heart.org

Thank you to Dignity Health Central Coast for hosting the following Luncheons:

Local Life Is Why Sponsor:



Arroyo Grande Community Hospital French Hospital Medical Center Marian Regional Medical Center St. John's Pleasant Valley Hospital St. John's Regional Medical Center

Join us as we raise awareness and

help to prevent heart disease and stroke

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For tickets or more information, visit our event websites or call (805) 963-8862.

Santa Maria Wear Red Day Luncheon

FRIDAY, FEBRUARY 3, 2017

Santa Maria Country Club . SantaMariaWearRed.kintera.org

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San Luis Obispo Country Club . SLOWearRed.org

Ventura County Go Red For Women Luncheon

FRIDAY, FEBRUARY 24, 2017

Four Seasons, Westlake Village . GoRedVC.heart.org

Paso Goes Red Luncheon

FRIDAY, MARCH 31, 2017

Paso Robles Golf Club . PasoGoesRed.kintera.org

Go Red trademark of AHA, Red Dress trademark of DHHS

The 805 Living team sent this e-blast to their email list. The email blast provided information about the upcoming Ventura County Go Red For Women Luncheon.

JOIN US AT YOUR LOCAL GO RED FOR WOMEN LUNCHEON AND HELP MAKE A DIFFERENCE

The Ventura County Go Red for Women Luncheon

will take place on Friday, February 24, 2017 from 10:30 a.m. to 1:30 p.m. at Four Seasons Hotel Westlake Village.

This is the 13th anniversary of the event, which features a health expo followed by the program and luncheon. Author, television host and cardiologist Dr. Suzanne Steinbaum will serve as the keynote speaker. The Go Red Campaign is sponsored nationally by Macy's and locally by Dignity Health Central Coast. For more information visit goredvc.heart.org.

The Santa Barbara Go Red for Women Luncheon

will take place on Friday, February 24, 2017 from 10:30 a.m. to 1:30 p.m. at the Fess Parker's Doubletree Resort.

This is the 21st anniversary of the event, which features a Health Expo followed by the program and luncheon. The Go Red Campaign is sponsored nationally by Macy's and locally by Cottage Health Heart & Vascular Center.

For more information visit goredsb.heart.org.







In 805 Living
Magazine's
January/February issue
they ran this calendar
listing for the upcoming
Ventura Go Red
Luncheon at the Four
Seasons Westlake
Village.

February 24: Join the movers and shakers who help encourage women to take charge of their own health at the 2017 VENTURA GO RED FOR WOMEN LUNCHEON. Guest speakers and the latest information on new research comprise the agenda to help fight cardiovascular diseases and stroke. 805 Living is an event sponsor; Four Seasons Hotel Westlake Village, goredvc.heart.org.

Conejo 365

► Conejo 365 magazine ran a full page ad on the back cover of their Winter issue. Conejo 365 readership exceeds 60,000 people in the Calabasas, Agoura Hills, Westlake V illage and the greater Central Coast.

Ventura County

Go Red For Women Luncheon

Luncheon, Fashion Show & Educational Forum



Friday, February 24, 2017

Four Seasons Westlake Village Two Dole Drive | Westlake Village Tickets available at GoRedVC,heart,org





For Information or to purchase tickets:

(805) 445-7050 VCEvents@heart.org



90% of women have one or more risk factors for heart disease or stroke.

Together we can raise awareness and help to prevent heart disease and stroke.





Nationally Sponsored By:



Local Life Is Why Sponsor:



Locally Sponsored By:



UCLA Health





O'Gara Coach

bostonheart Simi Valley Hospital

