



# 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

► San Luis Obispo Wear 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 story on February 3<sup>rd</sup> 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 lives of 650,000 women over the last 10 years.

# 805 Living

► 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.

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



American Heart Association  
life is why™



Go Red  
for women

Go Red For Women is nationally sponsored by



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.



21<sup>st</sup> 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 Sponsored By:



The Towhee Group • Henry W. Bull Foundation • Community West Bank  
First American Title Company • Farmers Insurance—Weber Agency

For Information: [GoRedSB.heart.org](http://GoRedSB.heart.org) | (805) 963-8862 | [SBEvents@heart.org](mailto:SBEvents@heart.org)

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

Local Life Is Why Sponsor:



Dignity Health.

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

Santa Maria Wear Red Day Luncheon  
**FRIDAY, FEBRUARY 3, 2017**  
Santa Maria Country Club • [SantaMariaWearRed.kintera.org](http://SantaMariaWearRed.kintera.org)

San Luis Obispo Wear Red Day Luncheon  
**FRIDAY, FEBRUARY 3, 2017**  
San Luis Obispo Country Club • [SLOWearRed.org](http://SLOWearRed.org)

Ventura County Go Red For Women Luncheon  
**FRIDAY, FEBRUARY 24, 2017**  
Four Seasons, Westlake Village • [GoRedVC.heart.org](http://GoRedVC.heart.org)

Paso Goes Red Luncheon  
**FRIDAY, MARCH 31, 2017**  
Paso Robles Golf Club • [PasoGoesRed.kintera.org](http://PasoGoesRed.kintera.org)

™ Go Red trademark of AHA, Red Dress trademark of D4H4



## 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 24<sup>th</sup> 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



f 25  
CONNECT

t TWEET

in 4  
LINKEDIN

COMMENT

EMAIL

MORE

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

**UNBREAK  
HEALTHCARE™**  
athenahealth

FIX IT

HOSPITAL & AMBULATORY EMR  
CARE COORDINATION · POPULATION HEALTH

# Ventura County 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](http://goredvc.heart.org), contact Danielle Sanchez at 445-7050 or email [VCEvents@heart.org](mailto: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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## 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 get your event added to the Master Calendar.

[Click here for the Westside Calendar.](#)

## 2017

### February

24 **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](mailto:Danielle.sanchez@heart.org); [www.GoRedVC.heart.org](http://www.GoRedVC.heart.org)

24 **2017 RECOGNITION GALA.** Greater Conejo Valley Chamber of Commerce. Hyatt Regency Westlake. 6:30 pm. Danielle Borja 805.370.0035; [dborja@conejochamber.org](mailto:dborja@conejochamber.org); [www.conejochamber.org](http://www.conejochamber.org)

27 **FOR THE TROOPS GALA.** Honoring our Gulf War Veterans. Ronald Reagan Presidential Library. 5:30 pm. \$125. [www.forthetroops.org](http://www.forthetroops.org)

### March

3 **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](mailto:pattie@tri-counties.wish.org); 805.826.1178

4 **COMMUNITY CONSCIENCE MARDI GRAS BALL.** Benefiting "Under One Roof." Hyatt Westlake Plaza. [www.communityconscience.org](http://www.communityconscience.org)

9-12 **PATRICK WARBURTON "GOLF FOR KIDS" CELEBRITY GOLF TOURNAMENT.** Benefitting St. Jude Children's Research Hospital. JW Marriott Desert Springs Resort & Spa. [www.patrickwarburtongolf.com](http://www.patrickwarburtongolf.com)



# 805 Living

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Luncheon**  
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The Towhee Group • Henry W. Bull Foundation • Community West Bank  
First American Title Company • Farnen Insurance—Weber Agency

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Local Life Is Why Sponsor:



Dignity Health.

Arroyo Grande Community Hospital  
French Hospital Medical Center  
Marion 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.

Santa Maria Wear Red Day Luncheon  
**FRIDAY, FEBRUARY 3, 2017**  
Santa Maria Country Club • [SantaMariaWearRed.kintera.org](http://SantaMariaWearRed.kintera.org)

San Luis Obispo Wear Red Day Luncheon  
**FRIDAY, FEBRUARY 3, 2017**  
San Luis Obispo Country Club • [SLOWearRed.org](http://SLOWearRed.org)

Ventura County Go Red For Women Luncheon  
**FRIDAY, FEBRUARY 24, 2017**  
Four Seasons, Westlake Village • [GoRedVC.heart.org](http://GoRedVC.heart.org)

Paso Goes Red Luncheon  
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Paso Robles Golf Club • [PasoGoesRed.kintera.org](http://PasoGoesRed.kintera.org)

™ Go Red trademark of AHA, Red Dress trademark of DHDG

## 805 Living

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](http://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](http://goredsb.heart.org).



**805**  
LIVING  
PROUD MEDIA SPONSOR

## 805 Living

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](http://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 Village and the greater Central Coast.

Ventura County

## Go Red For Women Luncheon

Luncheon , Fashion Show & Educational Forum



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.

Friday, February 24, 2017

Four Seasons Westlake Village  
Two Dole Drive | Westlake Village  
Tickets available at [GoRedVC.heart.org](http://GoRedVC.heart.org)





For Information or to purchase tickets:

(805) 445-7050  
[VCEvents@heart.org](mailto:VCEvents@heart.org)



 American Heart Association®  
life is why™

 Go Red for women

Nationally Sponsored By:

 macy's

Local Life Is Why Sponsor:

 Dignity Health.

Locally Sponsored By:

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Well within reach.

 Medtronic

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diagnostics

 Stimi Valley Hospital

 Adventist Health

 VENTURA COUNTY  
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