



American
Heart
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2024 CHARLESTON GO RED FOR WOMEN LUNCHEON

Thursday, May 30th
10:30 a.m. - 1:00 p.m.
Charleston Gaillard Center



American
Heart
Association.

American Heart Association.



OUR AGENDA

- 10:30 A.M. Registration
Wellness Expo
Silent Auction
- 11:30 A.M. Fashion Show
Luncheon
Open Your Heart
Go Red Panel
- 1:00 P.M. Close
Auction Checkout

OUR SPONSORS

A special thank you to our Go Red for Women Luncheon supporters

Go Red for Women is nationally sponsored by:



Go Red for Women is locally sponsored by:



*Philicia Baugh & Friends - Bridge Commercial - Call Experts
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FROM THE CHAIRPERSON

Dear friends of heart,

On behalf of the 2024 Go Red for Women Executive Leadership Team, we warmly welcome you to the Go Red for Women Luncheon. We are thrilled that you could join us for this beautiful celebration of women's health and to hear about the extraordinary work of the American Heart Association. We have an exciting and informative afternoon planned and it is our sincere hope that you leave today feeling inspired and empowered by this movement.

The Go Red campaign is so close to all of our hearts because it harnesses the power of women and challenges us to do all that we can to raise awareness and prevent heart disease. This movement is truly affecting real change – awareness of cardiovascular disease and stroke. But, we still have work to do. Cardiovascular disease remains the greatest health threat for women.

Go Red is not just awareness, it is about taking action!

What does it mean to Go Red?

G: Get your numbers. Ask your doctor to check your blood pressure and cholesterol.

O: Own your lifestyle. Stop smoking, lose weight, exercise, and eat healthy.

R: Realize your risk. Heart disease kills one of three women and it can happen to any one of us.

E: Educate your family and friends. Make healthy food choices for you and your family.

D: Don't be silent. Tell every woman you know that heart disease is our No. 1 killer.

Going Red also means taking time to take care of yourself in a way that ensures that you can be your best self. Remember, you can't pour from an empty cup. It means we stand together to advocate for our family, friends, and community. Through your generosity, time and efforts, the American Heart Association can continue its life-saving research, programs, and advocacy efforts.

Thank you for joining us in the fight against heart disease. Together, we can save lives!

Sincerely,



Dita Brown

2024 Go Red for Women Chair
Beacon Community Bank

FROM THE HEART

Dear Friend of Heart,

With immense gratitude and heartfelt appreciation, welcome to the Midlands Heart Ball. Tonight, we come together in celebration of the Heart of the Midlands and our shared dedication to tireless year-round efforts to save and improve lives within this community.

This evening holds a special significance as we commemorate 100 years of the American Heart Association—a century of unwavering commitment to our mission. Alongside you, our cherished family of volunteers, donors, and advocates, we have transformed the way the world understands, treats and prevents cardiovascular diseases and stroke. The belief that everyone deserves the chance for a longer, healthier life has been at the core of our mission for a century.

Together, and with Bold Hearts™, we move into our Second Century, fueling science and innovation, funding life-saving research, championing the rights of patients and caregivers, empowering healthier communities and transcending the way people live, work and play. This relentless pursuit will persist until heart disease and stroke become tales of our past, not our present, and where equitable health and well-being propel us toward an unlimited future.

I extend my deepest thanks to you for your presence this evening and for your steadfast, generous support of our community. Congratulations on a remarkable year of impact, and with anticipation, I look forward to the countless achievements awaiting us in our next century of transformative work.

Enjoy the celebration!

Gratefully yours,



Jeremy Beauchamp
Executive Vice President
American Heart Association, Southeast



EVENT LEADERSHIP

Go Red for Women Chairperson



Dita Brown

Executive Leadership Team Members

- | | |
|--------------------------|-------------------------------|
| Philicia Baugh | Abby Leibowitz |
| Hillary Blevins | Amber Mufale |
| Laran D'Eustachio | Jenna Phillip |
| Lindsey Halter | Elizabeth Russell |
| Monique Hill | Paula Stubblefield |
| Mckenzie Deutsch | Tori Rhea |
| Kennedy Jordan | Kenzie Tolbert |
| Sonia Hanson | Elyse Welch |
| Casey Lowrey | Kimberly Butler Willis |

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American Heart Association.
Life is Why®
Charleston

Life is Why Local Sponsor



HEART ATTACKS AND STROKES DON'T STAY HOME

Don't avoid the ER out of anxiety. Don't die of doubt.
If you experience the symptoms of heart attack or stroke,
call 9-1-1 immediately.

CALL 911

GET TO A HOSPITAL

muschealth.org

BLOOD PRESSURE MEASUREMENT INSTRUCTIONS

USE A VALIDATED MONITOR. ASK YOUR HEALTH CARE PROVIDER OR PHARMACIST FOR HELP.



IN THE 30 MINUTES BEFORE YOUR BLOOD PRESSURE IS TAKEN:

- NO SMOKING.
- NO EXERCISE.
- NO CAFFEINATED BEVERAGES.
- NO ALCOHOL.

FOR 5 MINUTES BEFORE YOUR BLOOD PRESSURE IS TAKEN:

- SIT STILL IN A CHAIR.

RIGHT BEFORE:

- MAKE SURE THE CUFF IS THE RIGHT SIZE.
- WRAP IT JUST ABOVE THE BEND IN THE ELBOW.
- WRAP IT AGAINST SKIN, NOT OVER CLOTHING.

WHILE YOUR BLOOD PRESSURE IS BEING TAKEN:

- RELAX.
- DON'T TALK.
- REST THE CUFFED ARM COMFORTABLY ON A FLAT SURFACE (LIKE A TABLE) AT HEART LEVEL.
- SIT UPRIGHT, BACK STRAIGHT AND SUPPORTED.
- KEEP LEGS UNCROSSED AND FEET FLAT ON THE FLOOR.

AFTER:

- IF AT HOME, WAIT ONE MINUTE AND TAKE A SECOND READING. AVERAGE THE READINGS.
- CONSIDER A THIRD READING.

RECOMMENDATIONS:

- KEEP A JOURNAL. BRING IT TO EVERY CHECKUP.
- HAVE YOUR HEALTH CARE PROVIDER CHECK YOUR MONITOR ANNUALLY.

GoRedforWomen.org

American Heart Association recommended blood pressure levels

BLOOD PRESSURE CATEGORY	SYSTOLIC mm Hg (upper number)		DIASTOLIC mm Hg (lower number)
NORMAL	LESS THAN 120	and	LESS THAN 80
ELEVATED	120-129	and	LESS THAN 80
HIGH BLOOD PRESSURE (HYPERTENSION) STAGE 1	130-139	or	80-89
HIGH BLOOD PRESSURE (HYPERTENSION) STAGE 2	140 OR HIGHER	OR	90 OR HIGHER
HYPERTENSIVE CRISIS (consult your doctor immediately)	HIGHER THAN 180	and/or	HIGHER THAN 120



*Wait five minutes and take your blood pressure again. If your readings are still high, contact your healthcare provider immediately.

LEARN MORE AT HEART.ORG/HBP



ROPER ST. FRANCIS HEALTHCARE

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the American Heart Association's

Charleston Go Red for Women. Let's fight and

end heart disease as the number one killer of

women in the Lowcountry and beyond.

rsfh.com



Be the Beat[®]

HANDS-ONLY CPR

CPR can double or even triple a person's chance of survival.



**Continue CPR until
professional help arrives**



**...or until an AED
is available to use**

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TIKKUN
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HUSTLE

WE RACE TO EXCEED
YOUR EXPECTATIONS

DAILY.

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COMMUNITY BANK

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