



American  
Heart  
Association.

American Heart Association.



*Bay Area*

# GO RED FOR WOMEN LUNCHEON

FRIDAY, FEBRUARY 27TH, 2026

10:30 AM – 2:00 PM

*Four Seasons San Francisco*

## LET'S GO RED AND KEEP GROWING!

Please join us as we celebrate more than 20 years of Go Red for Women - a movement which is deeply rooted in women's health and community well-being, driving lifesaving research, advocating for moms, and promoting mental health and STEM representation. With your support, we'll continue to grow so that we can meet women where they are and give them the tools, information and resources that will help them thrive.

DIGITAL PROGRAM LOCALLY SPONSORED BY:



American Heart Association.



# WOMEN need CPR, too!

But women receive **lay rescuer CPR** in public settings **less often** than men do.

## HERE'S Why:

Even in training environments, some people are less likely to use **CPR** or an **AED** on female manikins.

**Fears:** Many are afraid of being accused of inappropriate touching or causing physical injury.

**Myths:** Many believe that women are less likely to have heart problems.



Here's what the American Heart Association is doing:



**RAISING AWARENESS**  
about cardiac arrest in women.



**IMPROVING TRAINING**  
to address barriers to increasing lay rescuer CPR rates for women.



**ADVOCATING**  
to improve the response to cardiac arrest for everyone, everywhere. (All states have Good Samaritan laws that protect anyone who gives first aid and CPR. Check the laws in your area.)



## Here's what you can do:

- Overcome fear** — it may help you save a life.
- Scan the QR code** to watch a video on how to perform Hands-Only CPR.
- Learn more at** [goredforwomen.org/WomenandCPR](https://goredforwomen.org/WomenandCPR).





# Table of Contents

<b>SCHEDULE OF EVENTS</b> .....	<b>5</b>
<b>THANK YOU TO OUR GENEROUS SPONSORS</b> .....	<b>7</b>
<b>WELCOME MESSAGE FROM GO RED CHAIR</b> .....	<b>8-9</b>
<b>Sylvia Acevedo</b> Lead Independent Board Director, Author, Global Keynote Speaker	
<b>GO RED EXECUTIVE LEADERSHIP TEAM</b> .....	<b>11</b>
<b>OUR PASSION SPEAKERS</b> .....	<b>12</b>
<b>Jolanda and Kaelyn Graham</b> Mother & Daughter, <i>Heart Disease Survivors</i>	
<b>OUR KEYNOTE SPEAKER</b> .....	<b>13</b>
<b>Dr. Kathleen Jordan</b> Chief Medical Officer, <i>Midi Health</i>	
<b>BAY AREA CIRCLE OF RED MEMBERSHIP</b> .....	<b>14-15</b>
<b>COR VITAE AND PAUL DUDLEY WHITE</b>	
<b>LEGACY SOCIETY MEMBERS</b> .....	<b>16-20</b>
<b>LEGENDARY WOMAN OF HEART</b> .....	<b>23</b>
<b>Sheila Antrum, RN, MHSA</b> Senior Vice President, Chief Operating Officer, <i>UCSF Health</i>	
<b>LIVE AUCTION</b> .....	<b>24-29</b>
<b>WOMAN OF IMPACT AND TEEN OF IMPACT</b> .....	<b>30-31</b>
<b>SEE YOU NEXT YEAR SUPPORTERS</b> .....	<b>33</b>



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# 2 STEPS TO SAVE A LIFE: HANDS-ONLY CPR

According to the AHA,  
about

**90%**

of people who suffer  
out-of-hospital  
cardiac arrests die.

During cardiac arrest,  
immediate CPR can

**DOUBLE  
OR TRIPLE**

a person's chance  
of survival.



## STEP 1

Call 9-1-1 immediately.



## STEP 2

Push hard and fast on the center  
of the chest at a rate of 100 to 120  
compressions per minute.

Need help keeping that beat?  
Think of "Stayin' Alive" by the Bee  
Gees or "Hips Don't Lie" by Shakira

Learn more at [cpr.heart.org](http://cpr.heart.org)

# Schedule of Events

10:00 AM - 11:00 AM

Lawyers with Heart  
Reception

10:30 AM - 11:30 AM

Registration &  
Networking Reception

11:30 AM - 2:00 PM

Luncheon & Program

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## SHOW US YOUR RED!

Share your commitment to heart health on social media!

Tag us **#GoRedBayArea** and **@AHANorthernCA** on Facebook and Instagram and we'll repost to our channels! And don't forget to make your account public for the day.





American Stroke Association.  
A division of the American Heart Association.

Together to End Stroke®

# F.A.S.T. is how we come together to end stroke®

Learn the stroke warning signs

# F.A.S.T.

Face  
Drooping

Arm  
Weakness

Speech  
Difficulty

Time to  
Call 911

**Every 40 seconds, someone in the U.S. has a stroke.**

It could happen on your street, in your workplace, at a store where you shop — anywhere. Your readiness to spot the stroke warning signs and call 911 could save a life or make the difference between a full recovery and long-term disability. That's why it's so important to learn the stroke warning signs and urge everyone you know to do the same.

**The faster stroke is treated, the more likely the patient is to recover.**

In fact, stroke patients who are treated with the clot-busting drug IV r-tPA Alteplase within 90 minutes of their first symptoms were almost three times more likely to recover with little or no disability.

In some cases, a procedure to remove the clot causing the stroke is also recommended. Ninety-one percent of stroke patients who were treated with a stent retriever within 150 minutes of first symptoms recovered with little or no disability.

The thing to remember is that stroke is largely treatable. It's a matter of getting the right treatment, right away.

**StrokeAssociation.org**

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# Welcome from the Chair



2026 CHAIR

*Sylvia Acevedo*

Lead Independent Board Director,  
Author, Global Keynote Speaker

**Dear Friends,**

Across every chapter of my career, one lesson has held true: when the full picture is in the data—when everyone is counted—progress accelerates. Decisions get smarter. Innovation moves faster. And the impact shows up where it matters most: in people's lives.

Yet when we look at heart health, the data reveals a different reality. Cardiovascular disease is still the leading cause of death for women in the United States—claiming more lives than all forms of cancer combined. And yet, women represent only a small fraction of cardiovascular clinical trials. When half the population is absent from the research, the conclusions fall short—and the care that follows does too.

For me, this mission is personal. I learned early that preparation opens doors—and persistence keeps them open. I learned that belonging isn't something you wait for; it's something you step into—or, when necessary, you create the space yourself. I've spent my life being a Trailblazer, walking into rooms where the path wasn't already laid out. And I learned that systems don't improve on their own—people choose to prioritize them and resource them so they do. That's why serving as Chair of this year's Go Red for Women Luncheon is more than an honor to me; it's a responsibility I take seriously.

The Go Red for Women movement represents the kind of progress I believe in—measurable, relentless, and life-saving. Awareness of heart disease as the primary health threat to women has doubled since this initiative began. Research expanded. Protocols evolved. Lives have been extended because attention followed the facts.

# Welcome from the Chair

And still, the work calls us forward. Women continue to experience longer delays in treatment during heart attacks. Symptoms are too often misread. Outcomes remain uneven. These are not permanent conditions. They are solvable problems—when urgency meets support and intention is backed by action.

Go Red is not only about awareness—it's about acceleration. Every dollar raised moves science forward: funding studies that examine how heart disease presents differently, developing treatments with precision, and closing gaps that have existed for far too long.

I've seen this lesson proven again and again: when real people are left out, the answers fall short—and so do the outcomes. Progress happens when we refuse to accept partial solutions that only reflect half the population. No blind spots. No shortcuts. No half measures.

And as we gather for this Go Red Luncheon, take a moment to look around the room. This is what momentum looks like before it becomes history. This is what change feels like before it becomes standard practice. We are not here to admire the problem. We are here to solve it.

Thank you for being here. Thank you for wearing red. And thank you for choosing action over acceptance.

Together, we are not waiting for the future.

We are shaping it.

With gratitude and determination,

**Sylvia Acevedo**

*2026 Go Red for Women Chair*

*Lead Independent Board Director, Author,  
Global Keynote Speaker*



American Stroke Association.  
A division of the American Heart Association.

Together to End Stroke\*

# High blood pressure increases risk of stroke.



Normal blood pressure is below

**120/80**



People with high blood pressure have an increased risk of having a stroke.



At age 50, ideal cardiovascular\* health adds to life expectancy:

**5.2 years**  
for men

**6.3 years**  
for women.



Up to **80%** of strokes may be **prevented.**

**Stroke occurs when a blood vessel to the brain is blocked or bursts.**

Blood and oxygen flow are interrupted, and brain cells begin to die.

More than **1 in 3**

American adults with high blood pressure **don't know they have it.**



Have your blood pressure checked and keep it in check by self-measuring at home and recording results to help



**REDUCE**  
your risk of stroke.

\* Ideal cardiovascular health takes into consideration the following factors: blood pressure, cholesterol, blood sugar, body mass index, as well as behavioral factors of smoking status, physical activity, sleep and diet.

Together to End Stroke™ before it happens. For more information, visit [heart.org/HBP](http://heart.org/HBP).

# 2026 GO RED FOR WOMEN EXECUTIVE LEADERSHIP TEAM



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*2026 Go Red Chair*  
Lead Independent Board  
Director, Author, Global  
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Executive Leadership Team as of 2/10/2026

# Our Passion Speakers



*Jolanda and  
Kaelyn Graham*

**Mother and Daughter  
Heart Disease Survivors**

Kaelyn was born with a congenital heart defect where the left side of the heart, including the aorta, aortic valve, and the mitral valve are underdeveloped. At just eleven days old Kaelyn underwent the first of three open heart surgeries needed for her to survive. Unfortunately, Kaelyn dealt with many post-surgery complications which made her a candidate for a heart transplant. In June 2010, she received a heart transplant.

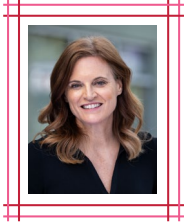
Life post-transplant has not been easy, Kaelyn has suffered two severe strokes and gone through 43 different surgeries and procedures.

The Graham family motto is to keep moving forward. The family is focused on never taking time for granted and recently moved to Florida where Kaelyn is hoping to use her sign language degree with children and the elderly population in some capacity.

Your support today makes medical and scientific breakthroughs needed to give Kaelyn more time possible.

*Please give generously to continue funding life-saving research.*

# Our Keynote Speaker



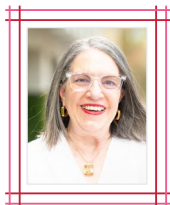
*Dr. Kathleen Jordan*

**Chief Medical Officer**  
***Midi Health***

Dr. Kathleen Jordan is the Chief Medical Officer at Midi Health, the largest menopause care platform in the US. As a proponent of digital health and solving access issues, Dr. Jordan has worked to leverage innovative technology into patient care and joined the founding team at Midi to design and lead a care platform to serve women in perimenopause and menopause. She previously ran her own practice and was Chief Medical Officer at Saint Francis Memorial Hospital in San Francisco, setting up new service lines and embracing telehealth as an access platform. As a menopause-certified provider and trained internist, Dr. Jordan now leads a team of hundreds of Midi clinicians serving women in all 50 states via virtual telehealth, supporting hormone needs, health screens, weight management and optimizing bone, brain and cardiovascular health. Her expertise has been seen in: the New York Times, the Washington Post, CNN International, Yahoo News, People Magazine, Time, and many others. She is a graduate of the UCLA School of Medicine and Stanford University.



Circle of Red™



## BAY AREA CIRCLE OF RED CHAIR

*Desi Kotis, Pharm D*

Chief Pharmacy Executive, *UCSF Health*

Vice Dean, Clinical Affairs, *UCSF School of Pharmacy*

**Circle of Red** represents some of our greatest champions of the Go Red for Women movement. Using their influence, generosity, and passion to help save and improve lives, they are the heart of our mission.

*Special Thanks to Our*

**Circle of Red Members who have committed their support**

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American Heart Association  
Healthy for Good™

# Life's Essential 8



Improving and maintaining cardiovascular health, or CVH, can help you enjoy a longer, healthier life. Better CVH also has been associated with decreased risk for heart disease, stroke, cancer, dementia and other major health problems.

**Life's Essential 8 outlines a few easy steps you can take to live a healthier lifestyle.**



## EAT BETTER

Aim for an overall healthy eating pattern that includes whole foods, lots of fruits and vegetables, lean protein, nuts, seeds and cooking in non-tropical oils such as olive and canola.

## MANAGE WEIGHT

Achieving and maintaining a healthy weight has many benefits. Body mass index (BMI), a numerical value of your weight in relation to your height, is a useful gauge. Optimal BMI for most adults ranges from 18.5 to less than 25. You can calculate it online or consult a health care professional.

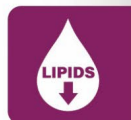


## BE MORE ACTIVE

Adults should participate in 150 minutes of moderate or 75 minutes of vigorous physical activity. Walking is great for moderate levels of activity. Kids should have 60 minutes every day, including play and structured activities.

## CONTROL CHOLESTEROL

High levels of non-HDL, or "bad," cholesterol can lead to heart disease. Your health care professional can consider non-HDL cholesterol as the preferred number to monitor, rather than total cholesterol, because it can be measured without fasting beforehand and is reliably calculated among all people.



## QUIT TOBACCO

Use of inhaled nicotine delivery products, which includes traditional cigarettes, e-cigarettes and vaping, is the leading cause of preventable death in the U.S., including about a third of all deaths from heart disease. And about a third of U.S. children ages 3-11 are exposed to secondhand smoke or vaping.

## MANAGE BLOOD SUGAR

Most of the food we eat is turned into glucose (or blood sugar) that our bodies use as energy. Over time, high levels of blood sugar can damage your heart, kidneys, eyes and nerves. As part of testing, monitoring hemoglobin A1c can better reflect long-term control in people with diabetes or prediabetes.



## GET HEALTHY SLEEP

Getting a good night's sleep every night is vital to cardiovascular health. Adults should aim for an average of 7-9 hours, and babies and kids need more depending on their age. Too little or too much sleep is associated with heart disease, studies show.

## MANAGE BLOOD PRESSURE

Keeping your blood pressure within acceptable ranges can keep you healthier longer. Levels less than 120/80 mm Hg are optimal. High blood pressure is defined as 130-139 mm Hg systolic pressure (the top number in a reading) or 80-89 mm Hg diastolic pressure (bottom number).



Learn more at [heart.org/lifes8](http://heart.org/lifes8)



# WOMEN AND STRESS

## Chronic Stress and Women's Health

Adapting to stress is important because chronic, unmanaged stress can lead to mental health problems such as depression and anxiety. These problems impact more than 1 in 5 women in the United States.



Stress can also lead to unhealthy habits:



Overeating

Physical inactivity

Smoking

## Healthy Ways To Cope With Stress

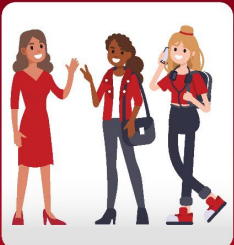


Speak to your health care professional about stress in your life and how it may impact your health.

**Take care of your body.**



Make time to unwind. Try to do some other activities you enjoy.



Connect with your community or faith-based organizations. Get in touch online, or by phone or mail.





Take breaks from watching, reading or listening to news stories.

 Eat healthy, well-balanced meals.

 Exercise regularly.

 Get plenty of sleep.

 Avoid tobacco and excessive alcohol use.

 Take deep breaths, and stretch regularly.

Learn More at [heart.org/Stress](https://www.heart.org/Stress)

# LEGENDARY WOMAN OF HEART



*Sheila Atrium*

Senior Vice President, Chief Operating Officer  
**UCSF Health**

In her role, Sheila serves as an integral member of the UCSF Health System's executive leadership team. She plans, directs, and evaluates all core operational functions in a matrixed oversight of the four UCSF Health entities (Adult Services, Benioff Children's Hospitals, Faculty Practice Organization, and the Affiliate Network) as well as oversees clinical and support services for the enterprise. In collaboration with physician leadership, she designs the operational strategies and infrastructure to support the continuum of patient care.

Sheila has worked for UCSF four times in various clinical and leadership positions, such as Service Line Administration, Chief Nursing Officer, and President of the Adult Hospital. Prior to returning to UCSF in 2007, Sheila was Chief of Ambulatory Operations at the University of California San Diego Medical Group, where she was responsible for operations, quality, and fiscal management of all medical group and hospital-based clinics, including facilities, resource scheduling, and ambulatory clinical system deployment. Sheila also served as the clinical division administrator for Gastroenterology in the Department of Medicine at Penn and started her career as an ICU nurse at some of the nation's leading hospitals including the University of Michigan, Yale, Johns Hopkins, and UCSF Medical Center.

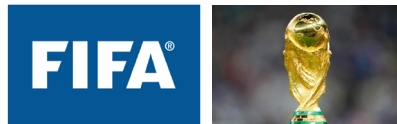
Sheila received her Master of Health Services Administration at the University of Michigan, School of Public Health in Ann Arbor, Michigan, and her Bachelor of Science in Nursing from the Hampton Institute in Virginia. She is involved with various COO organizations and serves on various corporate and nonprofit boards and foundations. She is an avid Golden State Warriors fan and dog lover.

*"I support the American Heart Association and champion our relationship at UCSF Health because the work we do is critical in improving the health of women and future generations. The Heart Association provides real and tangible skills that our Bay Area community can use to be our healthiest selves, and to inspire the next generation of medicine."*



# Live Auction

## 2026 WORLD CUP IN YOUR OWN BACKYARD



Immerse yourself in the unmatched excitement of the 2026 FIFA World Cup with four coveted tickets to the June 13th matchup between Qatar and Switzerland. Witness world-class athletes compete at the highest level as you partake in an experience only the World Cup can deliver. From the moment you arrive, you'll be immersed with the crowd coming from all different parts of the world, ready to chant, sing, and celebrate as they cheer on their native team. With this package, you will be at the very heart of a worldwide sporting phenomenon, creating memories that will last long after the final whistle.

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**Terms & Conditions:**

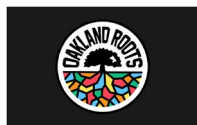
**FIFA:** Four tickets are for the June 13, 2026, Qatar vs. Switzerland game at Levi's Stadium.

**Donors:** Visa, Julie Rottenberg



# Live Auction

## BAY AREA MEN'S SPORTS ENTHUSIAST BUNDLE



Celebrate the best of our local sports scene with an exceptional package featuring two floor seats to a March 2026 Golden State Warriors game, complete with exclusive Chase Club lounge access offering premium food and beverages and an authenticated signed Jimmy Butler jersey and photo. Don't stop there: also receive four seats to a San Francisco Giants home game and a signed baseball. Also included are four tickets to an Oakland Roots home match this season, creating a remarkable collection of Bay Area sports experiences.

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### Terms & Conditions:

**San Francisco Giants:** Four tickets to a home game this season and a signed baseball.

**Golden State Warriors:** Two tickets are for the March 10, 2026 game at the Chase Center.

**Oakland Roots:** Must be a 2026 season home game. Must notify Oakland Roots contact 48 hours prior to the game to redeem.

**Donors:** San Francisco Giants, Amanda Glasgow, Oakland Roots



# Live Auction

## BAY AREA WOMEN'S SPORTS ENTHUSIAST BUNDLE



Enjoy the power and excitement of local women's athletics with a premier auction package featuring two tickets to a Golden State Valkyries game, complemented by signed merchandise including matching jerseys signed by Kayla Thornton and a signed Kate Martin photo. Also included is the opportunity to enjoy a Bay FC VIP experience with four tickets to this year's Women's Empowerment Match, four pre-match field passes, one signed jersey, and VIP parking access!

Both events will provide the opportunity to support the region's newest and most dynamic professional women's sports teams.

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### Terms & Conditions:

**Bay FC:** Four tickets are for the March 21, 2026 game.

**Valkyries:** Two tickets are for the June 9, 2026 game.

**Donors:** Visa, Toni & Tommie Braden



# Live Auction

## C-SUITE FOR A DAY!



Experience an unparalleled professional development opportunity through an exclusive mentorship package with Go Red for Women Chair, Sylvia Acevedo that also includes a private, chef-curated dinner at a location of your choosing in an intimate setting designed for meaningful conversation and guidance. The package also includes dedicated one-on-one time with two of our former Go Red for Women Chairs: Susie Cranston, President of Cresset Capital, offering rare insight into executive leadership and strategic vision, and a private lunch with Stella Low, Chief Communications Officer of Snowflake, focusing on communication skills and personal branding. Rounding out this exceptional offering is an eight-hour personalized session with renowned Bay Area stylist, Suzie Morris, who curates custom looks for top women executives.

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### Terms & Conditions:

Go Red staff will reach out to the auction winner for introductions to Sylvia Acevedo, Suzie Morris, Susie Cranston, and Stella Low. Both opportunities with Susie Cranston and Stella Low will take place at their company headquarters. Auction winner to contact Heirloom Chef to coordinate private dinner logistics.

**Donors:** Sylvia Acevedo, Katie Larkin-Wong, Heirloom Chef, Suzie Morris, Susie Cranston, Stella Low

# Live Auction

## EXPERIENCE 7 DAYS OF CULINARY BLISS IN SICILY



Embrace Sicilian luxury during an extraordinary 6-night, 7-day escape, where every detail is curated for effortless elegance. Your Spring 2027 journey blends the island's dramatic coastlines, storied cities, and world-renowned culinary heritage into a seamless, indulgent experience. Throughout your stay, all meals on tour are thoughtfully arranged, allowing you to savor Sicily's finest flavors – from rustic countryside feasts to refined coastal dining. Every excursion throughout this seven-day trip is included, uncovering hidden villages, vibrant markets, and the island's most celebrated gastronomic treasures. And all transportation will be provided for all tour activities, so you're free to relax into the rhythm of Sicilian life as each day unfolds with beauty, culture, and unforgettable taste.

This is more than just a trip, it's a once in a lifetime immersion into the heart of one of Italy's most captivating regions.

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### Terms & Conditions:

Flights to and from Sicily not included. Trip is scheduled for April 26-May 2nd, 2027. Itinerary subject to change.

**Donors:** Charlotte Capan



# AUCTION GUIDELINES

In compliance with California State law, we must charge tax on tangible auction items. San Francisco sales tax is 8.625%.

Tax will be applied at check out.

## Conditions of Purchase

1. The auction catalog lists the lots to be sold in the Auction. Any changes, additions or divisions of lots shall be announced either as a written or verbal announcement.
2. The Auction and the Auctioneer reserve the right to reorganize, divide and/or combine lots as seen fit prior to the sale. All bids are made by lot.
3. The Auctioneer has the right to withdraw a lot or reject a bid any time before the auction closes. No bid is valid unless acknowledged as such by the Auctioneer.

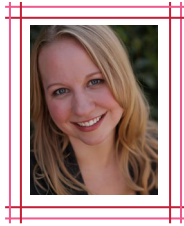
## Payment and Pick-Up

1. We will be using credit card terminals to facilitate checkout and payment. If you have swiped your card upon registration, your information has been captured and you won't have to pay at checkout. If you did not swipe your card at registration, please proceed to checkout after the entertainment.
2. The highest bidder acknowledged by the Auctioneer at the end of the auction, in effect, purchased the lot and at that time is held responsible for payment.
3. Payment shall be made in full on the day of the Auction. Payment shall be in cash, check, MasterCard, Visa or American Express.
4. If winning package includes physical items, staff will coordinate and ship those items directly to winner. Shipping time will vary and is based on current conditions. We thank you for your patience and understanding. All other applicable certificates will be sent via email.
5. If you have questions, please contact Katherine Duarte at [Katherine.Duarte@heart.org](mailto:Katherine.Duarte@heart.org).

# Woman of Impact

## WOMAN OF IMPACT

### 2025 GREATER BAY AREA



*Winner*

**Katie Larkin-Wong**  
*DoorDash*

Each year a select group of women are nominated to be a part of this initiative because of their passion and drive to make a difference. At the culmination of this 9-week campaign, this special group of volunteers will be celebrated for the overall impact they have on our mission and community. In addition, the woman who brings her network together to have the largest impact will be named the local Woman of Impact Award winner.

Campaign Timeline: **February 6, 2026 – April 9, 2026**

### 2026

*Nominees*



**Bei Bei (BB) Chen, MD**  
*CareTie*



**Katherine Sears Edwards, PhD**  
*Stanford Medicine*



**Jazmin Diaz**  
*Flourish Learning & Development, LLC*



**Rebecca Lai**  
*Rebecca Lai Consulting*



**Kathleen Jordan, MD**  
*Midi Health*

*To learn more about our nominees & support their goals, scan the QR code:*



# Teen of Impact

## TEEN OF IMPACT

### 2025 GREATER BAY AREA



*Winner*

**Ryleigh Longaker**  
*Sacred Heart Atherton*

Every year, teens across the Bay Area step forward to create lasting change through the Teen of Impact campaign. For nine powerful weeks, these passionate student leaders build teams, raise awareness, inspire healthy habits, and fuel critical funding that helps every heart thrive. The 2026 participants have until April 9th to reach their ambitious goals. And here's the exciting part: the teen who makes the greatest impact is named the local campaign winner — a title earned through dedication, creativity, and heart.

Campaign Timeline: **February 6, 2026 – April 9, 2026**

## 2026 *Nominees*



**Emmy Bales**  
*The Branson School*



**Naomi Kotani**  
*Aragon High School*



**Jiyafarheen Shaik**  
*Dublin High School*



**Knox Friedman**  
*Westmont High School*



**Gabby Levitt**  
*Burlingame High School*



**Imran Sohail Guller**  
*San Ramon Valley High School*



**Aliya Khan**  
*Aragon High School*



**Sydney Loeser**  
*The College Preparatory School*



To learn more about our nominees & support their goals, scan the QR code:



**Sadie Kollar**  
*Sacred Heart Atherton*



**Shreeya Rao Lalam**  
*Dublin High School*



American Heart Association.



## Join **BetterU** for the Fall 2026 Session!

*It's time to make you and your health a priority.*

Cardiovascular disease is the No. 1 killer of women, and **Go Red BetterU** help close the knowledge and care gaps through education, support and community, in an inclusive and empowering environment where women:

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**Motivate each other.**  
**Educate each other.**  
**Support each other.**  
**Inspire each other.**

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### So, are you **RED-Y?**

Because if you're looking for community support and guidance to help you feel your best, this is your opportunity!

**Join our mailing list:** <https://bit.ly/BayAreaBetterU>

*You'll be the first to know when registration opens for our fall 2026 program.*

LOCALLY SPONSORED BY:



*See You  
Next Year*

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American Heart Association.



***The American Heart  
Association's mission is to be  
a relentless force for a world  
of longer, healthier lives.***

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