

FOR IMMEDIATE RELEASE:

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CONTACT:

Claire Kinzy
Communications Director
American Heart Association - Dallas
214-712-1330
claire.kinzy@heart.org
Twitter: @AHA_Dallas
<http://heart.org/northtexasgoesred>



*****MEDIA ALERT***MEDIA ALERT***MEDIA ALERT*****

Paul Quinn College to celebrate Red Heart Night for the American Heart Association

DALLAS, FEB. 14, 2012 – The burden of stroke is greater among African-Americans than any other group. In fact, not only do blacks have almost twice the risk of first-ever stroke compared with whites, but blacks 35-54 years old have four times the relative risk for stroke. The American Heart Association is proud to participate in Red Heart Night at Paul Quinn College as the men’s Tigers basketball team plays the Bulldogs of Jarvis Christian College. Everyone is encouraged to wear RED and a portion of the proceeds will benefit the American Heart Association in their mission to educate African-Americans about their risk factors for heart disease and stroke.

WHAT: Red Heart Night supporting the American Heart Association
WHO: Paul Quinn College Tigers vs. Jarvis Christian College Bulldogs
WHEN: Saturday, Feb. 18 @ 7:30 p.m.
WHERE: 3837 Simpson Stuart Rd, Dallas, TX 75241 – Campus Gymnasium
TICKETS: available at the door
CONTACT: Claire Kinzy 214-712-1330 claire.kinzy@heart.org

Heart disease and stroke are major health risks for everyone, but African-Americans at a particularly high risk.

- Blacks have almost twice the risk of first-ever strokes compared to whites.
- Blacks have higher death rates for stroke compared to whites.
- More than 40 percent of African-Americans in the U.S. are affected by high blood pressure - the highest rate in the world.
- Among non-Hispanic blacks age 20 and older, 62.9 percent of men and 77.2 percent of women are overweight or obese.
- In 2001, 27.7 percent of black or African-Americans only, used any tobacco product. Heavy cigarette smoking approximately doubles a person's risk for stroke when compared to light smokers.
- Black women have higher prevalence rates of high blood pressure, obesity, physical inactivity and diabetes than white women.
- The average blood pressure of blacks is higher and they develop high blood pressure earlier in life than that of whites.



American Heart Association | American Stroke Association®



About Paul Quinn College

Paul Quinn College is a private, faith-based, four-year liberal arts college founded by and affiliated with the African Methodist Episcopal Church. The College was founded in Austin, Texas, on April 4, 1872 to educate freed slaves and their offspring. The College moved to Waco in 1877 under the name Waco College where it stayed until 1990 when it relocated to Dallas, Texas. PQC has an average enrolment of more than 1000 students and is one of the nation’s 110 Historically Black Colleges and Universities (HBCUs). PQC was voted 2011 HBCU of the Year and listed as one of the five most underrated HBCUs in the nation by HBCU Digest.

Paul Quinn College is committed to being nationally competitive in men's and women's basketball and track. The Tigers have a history of athletic success. Since 1983, teams at the College have won 16 conference championships including the NSCAA National Men's Basketball Championship in 1990 and 1995. The PQC Tigers and Tigerettes compete in Division I of the National Association of Intercollegiate Athletics as a member of the Red River Athletic Conference.



American Heart Association®

Learn and Live

About the American Heart Association

The American Heart Association is devoted to saving people from heart disease and stroke – America’s No. 1 and No. 3 killers. We team with millions of volunteers to fund innovative research, fight for stronger public health policies, and provide lifesaving tools and information to prevent and treat these diseases. The Dallas-based association is the nation’s oldest and largest voluntary organization

dedicated to fighting heart disease and stroke. To learn more or join us, call 1-800-AHA-USA1 or any of our offices around the country, or visit www.heart.org.



nationally sponsored by



Be well

About Go Red for Women

Go Red for Women is the American Heart Association’s solution to save women’s lives. With one out of three women still dying from heart disease, we are committed to fighting this No. 1 killer that is preventable. GoRedForWomen.org, a premier source of information and education, connects millions of women of all ages and gives them tangible resources to turn personal choices into life-saving actions. We encourage women and the men who love them to embrace the cause. For more information please visit www.goredforwomen.org or call 1-888-MY-HEART (1-888-694-3278). The movement is nationally sponsored by Macy’s and Merck & Co., Inc.

“Just a Little Heart Attack,” a special short film directed by and starring Elizabeth Banks can be seen on [Facebook.com/GoRed](https://www.facebook.com/GoRed) or on YouTube at <http://www.youtube.com/watch?v=t7wmPWTnDbE>