



Burlington Coat Factory Launches its 2nd Annual Red Dress SM Event, Joining Forces with WomenHeart and The Heart Truth® To Raise Awareness for the Importance of Women's Heart Health

February 20, 2013

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For Immediate Release

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Shop any Burlington location and Support the Cause

BURLINGTON, NJ (Grassroots Newswire) February 1, 2013 –Burlington Coat Factory, a national off-price retailer offering designer merchandise at everyday low prices, is proud to announce the launch of its second annual Red Dress Event in partnership with WomenHeart: The National Coalition for Women with Heart Disease and The Heart Truth® to raise awareness of heart disease as the leading cause of death in women. Today is National Wear Red Day®, as well as the start of American Heart Month, making it the perfect occasion for Burlington and WomenHeart to kick off this exciting event.

Now through Easter, all 500 Burlington stores will feature a prominent red dress section and for every ladies and girls dress sold, Burlington will donate \$1, up to \$25,000, to WomenHeart to fund life-saving heart health education. In addition, customers can help by donating \$1 or more at check-out to contribute to WomenHeart's free education and support services for women living with heart disease. Burlington will celebrate these customer donations by displaying paper Red Dress icons at check out with the donor's name.

"We are proud to continue our support of women's heart health in the fight against heart disease," said Thomas Kingsbury, president and chief executive officer. "Heart disease is the leading cause of death in women and our in-store promotions, dedicated red dress section, customer and corporate donations, along with in-store women's heart health screening events will all help to contribute to educating and increasing awareness of what women can do to reduce their risk."

In the retailer's inaugural Red Dress Event, it raised close to \$1 Million to support WomenHeart and its free education and support services for women living with heart disease. This fundraising enabled the organization to launch Para la Mujer Hispana, the first national heart health education program for Hispanic-American women. Today, WomenHeart launches its Spanish-language website, and will begin distribution of bi-lingual educational materials within their iconic Red Bag of Courage®.

Additionally, Burlington and WomenHeart have engaged Univision Communications as the campaign's media partner. To celebrate, they will host in-store women's heart health screening events at select stores in New York, Chicago, Los Angeles, Miami and Houston. Customers can stop by from 11:00 a.m.-2:00 p.m. today to receive free blood pressure screenings from bilingual technicians, chat with WomenHeart Champions – women who are heart disease survivors and trained volunteer patient educators -- and receive Para la Mujer Hispana Red Bag of Courage®. In addition, any customer who donates \$10 or more at these select locations will receive the coveted Red Dress pin, the nationally recognized symbol of heart disease in women, compliments of WomenHeart and Burlington.

To find a store near you visit www.BurlingtonCoatFactory.com.

About Burlington Coat Factory

Burlington Coat Factory is a national retail chain offering brag-worthy merchandise for the entire family and the home with up to 65 percent off department store prices every day. Departments include ladies' dresses, suits, sportswear, juniors, accessories, menswear, family footwear and children's clothing. It also includes an assortment of furniture and accessories for baby at Baby Depot, home décor and gifts, along with the largest selection of coats in the nation for the entire family. Burlington Coat Factory was founded in 1972 and has expanded from a single store selling coats, to a multi-department retail chain with 500 stores in 44 States and Puerto Rico. For more, visit www.BurlingtonCoatFactory.com.

About Women Heart: The National Coalition for Women with Heart Disease

WomenHeart: The National Coalition for Women with Heart Disease is the nation's only patient centered organization serving the 42 million American women living with or at risk for heart disease – the leading cause of death in women. WomenHeart is solely devoted to advancing women's heart health through advocacy, community education, and the nation's only patient support networks for women living with heart disease. WomenHeart is both a coalition and a community of thousands of members nationwide, including women heart patients and their families, physicians, and health advocates, all committed to helping women live longer, healthier lives. Visit www.womenheart.org.

About The Heart Truth

The Heart Truth is a national campaign for women about heart disease and is sponsored by the National Heart, Lung, and Blood Institute (NHLBI), part of the National Institutes of Health, U.S. Department of Health and Human Services (HHS). Through the campaign, the NHLBI leads the nation in a landmark heart health awareness movement embraced by millions who share the common goal of better heart health for all women. The centerpiece

of The Heart Truth is the Red Dress, which was introduced as the national symbol for women and heart disease awareness in 2002 by the NHLBI. The Red Dress reminds women of the need to protect their heart health, and inspires them to take action. To learn more, visit www.hearttruth.gov.

The Heart Truth is a registered trademark of HHS. Red Dress is a service mark of HHS. Participation by Burlington Coat Factory and Univision does not imply endorsement by HHS/NIH/NHLBI.