

Women's Heart Foundation
Jewelry Project *helps raise funds and awareness*
www.womensheart.org

Dear Jewelry Project Volunteer,

When my 60-year-old mother had a heart attack on Mother's Day, she suffered from flu-like symptoms with extreme weakness for two weeks prior to experiencing the life-threatening chest pain and shortness of breath. If only she knew this was an early warning sign of heart attack, she may still be alive today. Not knowing of how heart disease symptoms and risks differ in women is contributing to the rising death rate in women. It's our #1 killer and we don't even know what to look for. That's why I started the Women's Heart Foundation.

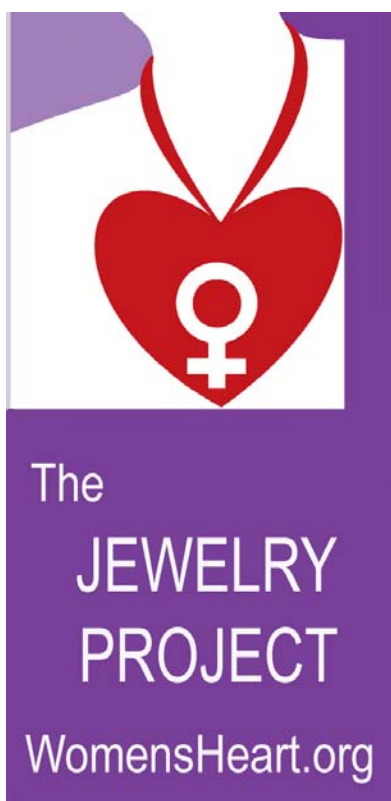
The Women's Heart Foundation (WHF) JEWELRY PROJECT can help raise awareness about these differences while raising money to help other women. The JEWELRY PROJECT involves the collection of used jewelry at drop-off stations during the months of September and October. A 12" x 12" cubed white box (*an old wine box will do*) with a Jewelry Project flyer affixed is placed at various locations in the community, such as ladies fitness gyms, hair dressers and dry cleaning establishments, along with some extra flyers for the take-home message. Volunteers are needed to gain permission from local vendors to set up drop-off stations, then to pick up the jewelry filled boxes and mail the items to WHF. The jewelry is then cleaned and polished by service organizations at colleges and universities and sold at future events. Jewelry sales are usually not stand-alone events rather they take place with some other community happening. For example, last May, WHF held its 3rd Annual Mother's Day Weekend Heart Walk and Run concurrently with a jewelry sales event. One local store agreed to help out by allowing a jewelry sales event to take place at its store entrance, and in turn, also agreed to match funds from the sales, up to \$1,000, so long as jewelry sale receipts were saved for verification purposes.

The Jewelry Project is a great service project for college sororities. It gives young women a chance to reconnect with their mothers and grandmothers who assist in collecting jewelry from other family members. Sororities hold jewelry polishing get-togethers and send the refurbished items to WHF for resale. All proceeds from the JEWELRY PROJECT benefit the Women's Heart Foundation, the only Non-Governmental Organization dedicated to improving survival and quality of life through the design and implementation of highly successful, award-winning health intervention programs. Through its advocacy role, the WHF has affected changes in healthcare delivery to women. With programs like Women's Heart Week February 1-7, 'Lunch and Learns' and health fairs, risk screenings take place. Its website and e-newsletter offer updates on gender care. And its landmark gym-alternative program for teen girls' health and fitness - called Teen Esteem™ Health and Fitness - is reducing risk in adolescents.

I lost my mother, but we don't have to lose another woman needlessly from premature death due to heart disease. Donate your unwanted jewelry to WHF. Help save a woman's heart.

Bonnie Arkus, WHF Executive Director & Founder
Women's Heart Foundation

*** Please visit us on the web at www.womensheart.org and click on Programs & Events***
Jewelry may be mailed to: WHF, PO Box 7827, West Trenton, NJ 08628



1 of 2 women will die of heart disease.