



## **PRESS RELEASE**

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## **WomenHeart Announces its Most Significant Donation in the Fight Against Heart Disease in Women**

### **Funds Donated through Burlington Stores Support Education and Resources for Women Living with or at Risk of Heart Disease**

**WASHINGTON, DC, April 4, 2017** – Today, WomenHeart: The National Coalition for Women with Heart Disease announced the most generous donation in the history of the organization. Burlington Stores, the national off price retailer, is pleased to donate more than \$2.3 million to the organization through its #KnockOutHeartDisease in women campaign, which was hosted in all its stores from February 1<sup>st</sup> through March 31<sup>st</sup>. This significant contribution further demonstrates Burlington's continued commitment to the fight against heart disease in women.

Funds raised through its #KnockOutHeartDisease in women campaign will support WomenHeart's education, support and advocacy resources for the nearly 48 million women living with or at risk of heart disease.

This year's #KnockOutHeartDisease in women campaign included a partnership with Kelly Rowland, Grammy Award-winning artist and heart health advocate, who served as the voice and supporter of the campaign. The nationwide campaign took place in all 593 Burlington stores across the country, giving customers the opportunity to donate \$1 or more to support WomenHeart at checkout.

Throughout the promotion, 47 Burlington store locations nationwide (a store in each State/Territory where Burlington has locations) hosted a *Night Out to #KnockOutHeartDisease* event, offering free heart health screenings in partnership with WomenHeart. Customers had the opportunity to get their blood pressure, pulse, cholesterol and BMI checked by a certified health

professional, and receive bi-lingual (English/Spanish) women's heart health information and tips for living heart healthy.

Providing the chance for women to get their heart screened at a Burlington store allowed women to learn about the status of their heart health. Those that participated in the screening were encouraged to spread the word by tagging two friends to do the same with the hashtag #KnockOutHeartDisease. Burlington Stores donated \$25,000 to WomenHeart to support this social media campaign.

“At Burlington, we support causes that are important to our associates and customers. As the leading cause of death in women, Burlington is dedicated to providing resources to educate women on the importance of their heart health. I am proud of our 35,000 associates and millions of customers nationwide for their commitment to this cause,” says Tom Kingsbury, President, CEO and Chairman, Burlington Stores.

“The #KnockOutHeartDisease Campaign has not only raised money for our cause, but has also raised awareness of our mission through events, social media and in the news” says Mary McGowan, CEO, WomenHeart. “We are thankful to Burlington customers and associates for their extraordinary ongoing dedication, and look forward to the progress we can make towards improving the lives of women living with or at risk for heart disease as a result of this partnership.”

Over the past six years, Burlington and its generous customers have raised more than \$8 million to support WomenHeart and its free education and support services for women living with heart disease. Donations from Burlington allow WomenHeart to significantly expand its National Hospital Alliance – an innovative partnership that helps ensure female heart disease patients nationwide have access to information, education and patient support services through the hospitals in their communities. Burlington funds have also enabled the organization to continue to support and educate Hispanic women – a high-risk population for heart disease – through its *Para la Mujer Hispana* initiative.

#### **About Burlington Stores, Inc.**

Burlington is a national off-price retailer offering style for less at up to 65 percent off other retailers' 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 has 593 stores in 45 States and Puerto Rico. For more, visit [www.BurlingtonStores.com](http://www.BurlingtonStores.com).

#### **About WomenHeart: The National Coalition for Women with Heart Disease**

WomenHeart: The National Coalition for Women with Heart Disease is the nation's first and still only patient-centered organization solely serving the nearly 48 million American women living with or at risk for heart disease – the leading cause of death in women. WomenHeart is devoted to advancing women's heart health through advocacy, community education, and the nation's only patient support network 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. To receive a free online heart health action kit or to donate, visit [www.womenheart.org](http://www.womenheart.org).

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