



Contacts:

Abby Gerstner, Silpada
913.851.7757 | pr@silpada.com

Eva Maciejewski, WomenHeart
202.464.8737 | emaciejewski@womenheart.org

Silpada and WomenHeart Expand Partnership in 2015

*Initiative now supports women's leading heart health organization through sales of **You've Got Heart Necklace***

Lenexa, Kan. (Jan. 5, 2015) – [Silpada](#) and [WomenHeart: The National Coalition for Women with Heart Disease](#) announce a year-long fundraising campaign to spread awareness for heart disease. Throughout 2015, sales of Silpada's new **You've Got Heart Necklace** (\$49 US/\$52 CA) will benefit WomenHeart in advancing women's heart health through advocacy, community education, and free patient support services for women living with heart disease.

Beginning Jan. 15, the necklace will be available for purchase online at [silpada.com](#) and [silpada.ca](#), or through the nearly 30,000 Silpada representatives across North America. For every necklace sold at full price, \$10 will be donated to WomenHeart on behalf of the Silpada Foundation. Featuring an etched sterling silver heart pendant strung on a leather strand, the **You've Got Heart Necklace** makes a lovely gift for Valentine's Day, birthdays or important milestones.

"This beautiful necklace reminds women to take charge of their heart health, and the funds raised provide education and support for women living with this chronic condition," said Mary McGowan, interim Chief Executive Officer, WomenHeart. "We're excited to once again partner with Silpada to support women in their journeys for heart-healthy lives."

The 2015 campaign builds on the companies' partnership in 2014, when they joined forces to raise funds in recognition of American Heart Month.

"Our mission is to empower women to live their best lives," said Kelsey Perry and Ryane Delka, Co-Chief Executive Officers, Silpada. "We are proud to lock arms again with WomenHeart to raise greater awareness for the leading cause of death in women."

About Silpada

Silpada is a family-owned direct sales company dedicated to empowering women through one-of-a-kind jewelry and unique opportunities for fashion entrepreneurship. The Silpada Foundation was established to inspire positive change in the causes that matter most to Silpada women, including children's health, women's health, and education. For more, visit www.silpada.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 only patient organization supporting 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 patient support services. Visit www.womenheart.org.

###