

LifeSpan Fitness Promotes Exercise to Help Fight Heart Disease Among Women

SALT LAKE CITY, Utah, May 5 (SEND2PRESS NEWSWIRE) – PCE Health and Fitness, maker of LifeSpan fitness equipment, is teaming up with The Heart Truth to encourage women to exercise and live in good health to lower their risk of heart disease. To support The Heart Truth, PCE is launching “Get Fit & Give Back.” During May, purchase a LifeSpan treadmill, elliptical, exercise bike or vibration trainer and PCE will donate up to \$100 to the American Heart Association. See www.lifespanfitness.com for details.



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The NHLBI approved LifeSpan to join reputable brands including Diet Coke, Johnson & Johnson, General Mills and Swarovski in The Heart Truth campaign to raise awareness of heart disease among women. LifeSpan is the only fitness equipment manufacturer to partner with The Heart Truth.

Heart disease is the #1 killer of women. 1 in 4 women dies of heart disease. 1 in 30 women dies of breast cancer. The Heart Truth, a national awareness campaign for women and heart disease, is sponsored by the National Heart, Lung, and Blood Institute (NHLBI). The Red Dress reminds women to protect their heart health and inspires them to take action. Leading a healthy lifestyle, which includes getting physical activity, can help lower the risk of heart disease by up to 82 percent.

The Heart Truth is part of PCE’s ongoing community responsibility commitment to support national health-related initiatives.

“We believe exercise is imperative in preventing chronic conditions such as heart disease,” says Peter Schenk, President of PCE Health and Fitness. “As a company in the health and fitness industry, it is our responsibility to do our share to help improve the health of Americans by educating consumers and offering solutions.”

Although significant progress has been made in raising awareness among women about heart disease, from 34 percent to 62 percent since 2000, most women still fail to make the connection between risk factors and their personal risk of developing heart disease. To learn more about your risk factors, go to www.hearttruth.gov. PCE is proud to support this valuable campaign and help make a difference in women’s lives.

The Heart Truth and Red Dress are trademarks of DHHS.

Participation in The Heart Truth by PCE Fitness does not imply endorsement by DHHS/NIH/NHLBI.

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