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FOR IMMEDIATE RELEASE

AVMED HEALTH PLANS - PROUD SPONSOR OF GO RED FOR WOMEN

MIAMI, FL – February 3, 2012 – As the main sponsor of the event, AvMed Health Plans joined more than 100 community leaders this morning at the American Heart Association’s Go Red For Women annual breakfast. AvMed joined Diana Block, Vice President of Royal Caribbean, Cardiologist Dr. Miguel Diaz, and Marta Montenegro, Owner of SoBeFit and Marta Method to raise awareness about heart disease among women.

“We are proud to support this important American Heart Association initiative to build awareness and empower women to reduce their risk of heart disease. AvMed employees are committed to serving the communities where they live and work. They rally around many great causes but each year we get a terrific showing of support for the Go Red fundraiser,” said Kay Ayers, Senior Vice President of Human Resources and Member Services.

National Wear Red Day is a chance for friends, family, and co-workers to donate \$5 and wear **Red** on February 3rd. Go Red For Women is the American Heart Association’s solution to saving women’s lives. With one out of three women still dying from heart disease, American Heart Association is committed to fighting this No. 1 killer that is largely preventable. Through www.GoRedForWoment.org the AHA provides information and education to connect millions of women of all ages, giving them tangible advice to turn personal choices into life-saving actions.

The American Heart Association defines ideal cardiovascular health based on seven health factors: smoking status, weight, physical activity, healthy diet, cholesterol, blood pressure and fasting glucose levels, as well as the absence of a diagnosis of heart or blood vessel disease. Based on that definition, the new data shows that 94 percent of U.S. adults have at least one and 38 percent have at least three of the seven factors at "poor" levels. Half of U.S. children 12 to 19 years old meet four or fewer criteria for ideal cardiovascular health.

About AvMed Health Plans

AvMed has been providing health care coverage to Florida citizens and businesses for over 40 years. AvMed is one of only a few health plans in the United States that enjoys dual “excellent” accreditation status for both its Commercial and Medicare health plans from the National Committee for Quality Assurance (NCQA), the nation’s top health care quality evaluator. AvMed offers health coverage options to large and small employers in most major markets around the state; Medicare Advantage products in Broward and Miami-Dade counties, and Individual coverage in Broward, Miami-Dade and Palm Beach counties. For more information about AvMed, visit www.avmed.org.

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