



Affinity4 Goes Red!

Affinity4 holds its own "Go Red Day" in support of the Go Red for Women movement sponsored by the American Heart Association.

Norfolk, VA ([PRWeb](#)) February 27, 2008 -- Go Red for Women celebrates the energy, passion and power we have as women to band together to wipe out heart disease and stroke. Thanks to the participation of millions of people across the country, the color red and the red dress now stand for the ability all women have to improve their heart health and live stronger, longer lives.

The American Heart Association is working hard to help make a difference in the world by becoming the voice of heart health. Many people to this day still believe that heart disease is a "man's disease" but this couldn't be farther from the truth. Today thousands of women are faced with a battle against heart disease.

Because Affinity4 is concerned about heart health especially that within women, the staff decided to further support the efforts of their partner, the American Heart Association of Binghamton, New York this month by holding their own "Go Red Day" fundraiser. By joining the Go Red for Women movement, Affinity4 is doing its part to both raise awareness and financially support the fight against heart disease, the No. 1 killer of women in America.

On February 22, all Affinity4 staff members showed up for work in an Affinity4 Goes Red t-shirts and jeans with a donation to support the American Heart Association of Binghamton, New York. To add a little more "red" to the day, staff members were given a special Red Afternoon Reception, complete with a "red" velvet cake and of course "red" punch.

To find out how to join the fight against heart disease and stroke log on to the American Heart Association Web site at www.heart.org. Contact Affinity4 to learn how to support the American Heart Association without digging deeper into your pocket through Affinity4's 10 percent GiveBack Program.

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