



NEWS RELEASE

For Immediate Release

Contact: Marcia Gronsdahl
Phone: (208) 859-8120

THE HEART TRUTH FOR WOMEN

St. Luke's Raises Awareness for Women and Heart Disease

Boise, ID (May 3, 2006) – St. Luke's and the National Heart, Lung and Blood Institute have partnered to bring *The Heart Truth for Women* campaign to First Thursday in Downtown Boise on May 4. The campaign will feature four gowns from the Red Dress Collections that debut in New York City's Fashion Week every February.

The dresses will be displayed at Grace Furniture and will provide an important visual, encouraging women to become educated about the importance of heart health. Heart disease is the number one killer of women in the United States.

The dresses displayed are by four American designers: Kenneth Cole, Nicole Miller, Carolina Herrera, and Esteban Cortazar. The red dress has become the national symbol for women and heart disease awareness, and this will be the first time these New York Fashion Week dresses will be displayed in Idaho.

Registered nurses will be at the event to answer questions, and free blood pressure checks will also be available.

The dresses will be on display at Grace Furniture at 915 West Idaho Street, on Thursday, May 4 from 11 am – 9 pm, in conjunction with Boise's First Thursday.

###