



## **L.A.'s Go Red movement gets a real go-getter**

Cynthia Laden Newman of Morgan Stanley Smith Barney to chair fundraising campaign

LOS ANGELES, Oct. 13, 2009 – The American Heart Association's Go Red For Women movement just got a new local champion, with the naming of Cynthia Laden Newman as the 2010 Go Red Committee Chair.

Newman, Senior Vice President, Wealth Management, at Morgan Stanley Smith Barney, will lead the local charge to educate Southern California women about their No. 1 killer, heart disease.

"I have always believed in the energy, passion and power that women have when they band together to combat society's ills," says Newman, a well-recognized corporate leader and mother of three. "Anyone who knows me knows it's hard for me to just stand by when I see a problem – and in this case, the issue is millions of lives lost that shouldn't be."

More than 450,000 women die of cardiovascular disease each year – nearly twice as many women as all forms of cancer.

Newman will be chairing the committee that organizes the Go Red For Women outreach events for the Los Angeles area, including National Wear Red Day on Feb, 5, 2010. The highlight of the local Go Red movement will be the Go Red For Women Luncheon on April 22, 2010, at JW Marriott at L.A. Live. The half-day event includes a health expo and heart-health education sessions. It brings together hundreds of women for information, education, networking and fun. Attendees typically leave inspired to do all they can to help themselves and the other women in their lives beat their No. 1 health threat.

"There is so much that we women can do on the prevention side," Newman says. "It's alarming to know that about 61 percent of American women are overweight or obese and that nearly 70 percent of all American women are sedentary and get no regular leisure-time physical activity. The Go Red movement awakens people to this dire situation."

Newman brings a wealth of expertise to this important position. Before her appointment as Complex Manager in Beverly Hills almost two years ago, she had been Complex

Manager in downtown Los Angeles. In these roles, she has overseen and developed multiple branch offices, managing hundreds of employees.

Newman was born and raised in New York. A graduate of the University of Vermont, she began her career in financial services at Merrill Lynch. Her ambition took her to Drexel Burnham, Paine Webber, now UBS, and ultimately Morgan Stanley, now Morgan Stanley Smith Barney. Throughout her career, she has always been a champion of women's causes and diversity in the workplace. "I'm from New York City – diversity is all I've ever known," she says.

Over the past five years, the American Heart Association has awarded more than \$41 million to research projects focused on women and heart disease or stroke. In fiscal year 2008 alone, the association designated more than \$12.8 million for research studies specifically targeted to women.

"More research needs to be done to further investigate the health differences and disparities in care of women," Newman says. "The Go Red For Women movement will help make that happen."

For more information about Go Red For Women in the Los Angeles Area, please call the American Heart Association at (213) 291-7000.

#### About Go Red For Women

Go Red For Women is the American Heart Association's solution to save women's lives. With one out of three women still dying from heart disease, we are committed to fighting this No. 1 killer that is largely preventable. GoRedForWomen.org, a premiere source of information and education, connects millions of women of all ages and gives them tangible resources to turn personal choices into life-saving actions. We encourage women and the men who love them to embrace the cause. For more information please visit GoRedForWomen.org or call 1-888-MY-HEART (1-888-694-3278). The movement is nationally sponsored by Macy's and Merck & Co., Inc. and locally sponsored by Huntington Hospital. Morgan Stanley Smith Barney is a silver sponsor of the 2010 Los Angeles Go Red For Women Luncheon.

#### About Huntington Hospital

Huntington Hospital is a 636-bed not-for-profit hospital that is home to the only trauma center in the San Gabriel Valley. Renowned for its programs in cancer care, neurosciences and cardiovascular services, Huntington is an active teaching hospital with Graduate Medical Education programs in internal medicine and general surgery. The Heart and Vascular Center at Huntington Hospital is a full-service cardiac care center and a STEMI Receiving Center. In addition, the program boasts three brand new, state-of-the-art cardiac catheterization suites, a comprehensive vascular laboratory, an electrophysiology program and plans to launch a women's heart health program in February 2010. A proud sponsor of the American Heart Association's Go Red For Women movement, Huntington is committed to educating women throughout the region on the signs and symptoms of heart disease. For over 117 years, Huntington has been committed to serving its community with excellence, compassion and respect.

### About Morgan Stanley Smith Barney

Morgan Stanley Smith Barney, a global leader in wealth management, provides access to a wide range of products and services to individuals, businesses and institutions, including brokerage and investment advisory services, financial and wealth planning, credit and lending, cash management, annuities and insurance, retirement and trust services.

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