

HEART HEART

PRESENTED BY THE UNITED SOYBEAN BOARD

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Top Hollywood Designer Creates Limited-Edition *Heart to Heart* Necklace

**- United Soybean Board Spearheads Campaign
to Benefit Women's Heart Health -**

St. Louis - Heart disease is the number one killer among American women. In an effort to raise awareness among women about heart health and diet, the United Soybean Board (USB) teamed with Hollywood design house gorjana Jewelry to launch the *Heart to Heart* campaign.

Heart to Heart features a limited-edition sterling silver necklace for sale to consumers. **All sales proceeds benefit WomenHeart (www.womenheart.org)**, the only national organization dedicated to promoting women's heart health through advocacy, community education and patient support.

Sleek and stylish, the delicate charm necklace incorporates the unique combination of a heart and soybean shapes. The charm is finished in brushed sterling silver and hangs on an 18" chain. "Worn alone or layered with other pieces, the necklace is a fashionable and meaningful addition to the jewelry wardrobe of women, young to old," said Gorjana Reidel, designer of the *Heart to Heart* necklace. "We are excited to partner with soybean farmers across America for such a good cause."

***Heart to Heart* necklaces retail at \$45 and are available for purchase online at gorjana.com.**



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Together, USB and WomenHeart share in the commitment to raise awareness among women about heart health and the role nutrition plays. Obesity, high cholesterol and high blood pressure have a significant negative impact on heart health. Dietary interventions, such as soy, may help control these risk factors and prevent heart disease. Soyfoods are recognized for their role in an overall heart-healthy diet because they are often relatively low in saturated fats and high in polyunsaturated fat (“good” fats), contain zero grams of trans fat per serving and are cholesterol-free.

“*Heart to Heart* is a stylish daily reminder for women that healthy foods, such as soyfoods, can make the difference for a heart-healthy life,” said Steve Poole, Director of Human Health & Nutrition Communications, United Soybean Board. “One of our endeavors is to inform Americans about the health risks associated with trans and saturated fats.”

Adds Lisa M. Tate, WomenHeart CEO, “WomenHeart strives to educate women about the importance of a heart healthy diet. This generous donation from the United Soybean Board will help further our efforts in creating a heart-healthy America.”

About USB

The United Soybean Board (USB) is a farmer-led organization comprised of 68 farmer-directors who oversee the investments of the soybean checkoff for all U.S. soybean farmers. Soybean growers take pride in their role in producing one of the healthiest food crops in the world. USB has invested millions of dollars into health and nutrition research related to soy. For more information from USB about soy’s health benefits, as well as nutritious recipes, please visit www.SoyConnection.com.

About WomenHeart

WomenHeart is the only national organization dedicated to promoting women’s heart health through advocacy, community education and patient support. As the leading voice for the 44 million American women living with or at risk of heart disease, WomenHeart advocates for equal access to quality care and champions prevention and early detection, accurate diagnosis and proper treatment of women’s heart disease. A nonprofit, 501(c)(3) patient advocacy organization, WomenHeart is a coalition and community of thousands of members nationwide, including women heart patients and their families, health care providers, advocates and consumers committed to helping women live longer, healthier lives. For more information, please visit www.womenheart.org.

About gorjana

gorjana was started in 2004 with the mission to create jewelry for the contemporary market. Focused on creating simple, well-priced, high-quality jewelry, designer gorjana’s collection of sterling silver and 18k gold plated earrings, necklaces, rings and bracelets, is consistently current without being of-the-moment.

Editor’s Note: when referencing gorjana, please use the lowercase form