



National Charity League, Inc.®

FOR IMMEDIATE RELEASE

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**NATIONAL CHARITY LEAGUE, INC. DONATES NEARLY 3,000
VOLUNTEER HOURS TOWARDS THE AMERICAN HEART ASSOCIATION**

*Philanthropic Organization's Strategic Alliance with the American Heart Association's
Go Red For Women™ Movement Renewed for Second Year*

LOS ANGELES (May 4, 2018) – [National Charity League, Inc.](#) (NCL), the nation's premier mother-daughter non-profit organization, donated nearly 3,000 hours of community service through the organization's National Philanthropic Initiative (NPI). Local Chapters came together to hold events supporting the nation-wide NPI, which this year, aimed to serve NCL's strategic alliance partner, the American Heart Association's Go Red For Women movement.

Chapters around the country participated in the NPI, donating volunteer hours towards local charitable organizations and the American Heart Association. In addition to volunteer hours donated through events, Chapters also supported the initiative by wearing red to Chapter meetings, posting on social media, holding breakfasts with heart healthy foods and blood pressure screenings.

One annual local event, "Operation Valentine," celebrated its 10th anniversary. Close to 1,000 NCL mothers and daughters from 13 Orange County, CA Chapters created hundreds of care packages and handwritten cards for local service men and women. All 1,000 Members wore red for Go Red For Women, and participated in educational workshops and activities to learn about heart health.

Another local event, "Ticktock Day," included more than 400 Members of the West and Northwest Houston area for the fourth year in a row. Members created over 300 hand-made heart-shaped pillows and donated them to 10 different local charities. To support Go Red For Women, the Chapters held educational programming on heart health, and hosted a guest speaker from the American Heart Association, Becky Yanez, who discussed her first-hand experience with heart disease.

In the Triangle Region of North Carolina, the Carolina Lily Chapter supported Go Red For Women by wearing red and posting on social media. A heart specialist also came to a Chapter meeting to present on maintaining a heart healthy lifestyle. Chapter Members also took part in blood pressure screenings.

With the success of the NPI and NCL's involvement in Go Red For Women, the two organizations have decided to renew their strategic alliance for 2019. Through the alliance, NCL and the American Heart Association will work together in the fight to end heart disease through education and action.

"Educating women about heart disease starts with conversations between mothers and daughters," said Renée Tuzee, NCL Executive Director and CEO. "As the largest organization of mothers and daughters, NCL is the perfect partner for Go Red For Women. Through the alliance, our members will not only work on philanthropy projects, but also support their local communities through education about this deadly disease."

The strategic alliance between the two organizations will result in integrating Go Red For Women programming in NCL events and initiatives. Local Chapters will have the opportunity to decide how they would like to support Go Red For Women, further emphasizing NCL's Mission to foster mother-daughter relationships in a philanthropic organization committed to community service, leadership development and cultural experiences.

About National Charity League, Inc.

Established in Los Angeles, California in 1925, and incorporated in 1958, National Charity League, Inc. is the premier organization of mothers and their daughters in grades 7-12. Currently the membership organization has 65,000 Members in hundreds of Chapters that thrive in 26 states nationwide. Having grown by nearly 70 percent in the last decade, those Members contributed nearly 1.4 million volunteer hours to more than 4,000 local philanthropy partners last year alone. For more information or for alumnae interested in reconnecting, visit the website at www.nationalcharityleague.org to find a Chapter in your area.

About Go Red For Women

Go Red For Women is the American Heart Association's national movement to end heart disease and stroke in women because it's not just a man's disease. In fact, more women than men die every year from heart disease and stroke. The good news is that 80 percent of cardiac events can be prevented with education and lifestyle changes. Go Red For Women advocates for more research and swifter action for women's heart health. The American Heart Association's Go Red For Women movement is nationally sponsored by Macy's, with additional support from our cause supporters. For more information, please visit GoRedForWomen.org or call 1.888.MY.HEART (1.888.694.3278).

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