FNIH Announces Donation from Burlington Coat Factory

Bethesda, MD (May 21, 2012) – The Foundation for the National Institutes of Health (FNIH) announces that Burlington Coat Factory has donated $25,000 in support of The Heart Truth® Campaign.

Burlington Coat Factory, a national off-price retail chain, launched its partnership with The Heart Truth® in February with a national in-store promotion to raise awareness of the Red Dress and to educate women on the importance of their heart health. Promotional activities took place February through early April in all its stores across the country and Puerto Rico, which included special red dress displays, in-store announcements, and a donation program that provided $1 to the FNIH for every dress sold throughout the campaign, up to $25,000.

“We are grateful to Burlington Coat Factory for this generous donation,” says FNIH Director of Events and Marketing, Laura Payne. “We look forward to working with Burlington and continuing to help others spread awareness of heart disease, the number one killer of women.”

Donations fund the FNIH’s The Heart Truth® Community Action Grant program as part of a public-private partnership with the National Heart, Lung and Blood Institute (NHLBI). The grants help local communities educate women about making lifestyle changes that lower their risk for heart disease and to promote The Heart Truth®, the NHLBI’s national awareness campaign for women about heart disease. The FNIH awarded nearly $300,000 to six community organizations in 2012, totaling nearly $800,000 over the past five years.

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About The Heart Truth®
The Heart Truth® is a national awareness campaign for women about heart disease and is sponsored by the National Heart, Lung, and Blood Institute (NHLBI), part of the National Institutes of Health (NIH), U.S. Department of Health and Human Services (HHS). Through the campaign, the NHLBI leads the nation in a landmark heart health awareness movement that is being embraced by millions who share the common goal of better heart health for all women.

The centerpiece of The Heart Truth is the Red Dress, which was introduced as the national symbol for women and heart disease awareness in 2002 by NHLBI. The Red Dress® reminds women of the need to protect their heart health, and inspires them to take action. To learn more, visit www.hearttruth.gov.

About Burlington Coat Factory
Burlington is a national retail chain offering brag-worthy merchandise for the entire family and the home with up to 65 percent off department store prices every day. Departments include ladies’
dresses, suits and sportswear, juniors, accessories, menswear, family footwear, children’s clothing, furniture and accessories for baby at Baby Depot, home décor and gifts, along with the largest selection of coats in the nation for the entire family. Burlington Coat Factory was founded in 1972 and has expanded from a single store selling coats, to a multi-department retail chain more than 482 stores in 44 States and Puerto Rico. For more, visit www.BurlingtonCoatFactory.com.

About the Foundation for the NIH
Established by the United States Congress to support the mission of the NIH – improving health through scientific discovery in the search for cure – the Foundation for the NIH is a leader in identifying and addressing complex scientific and health issues. The Foundation is a non-profit, 501(c)(3) charitable organization that raises private-sector funds for a broad portfolio of unique programs that complement and enhance the NIH priorities and activities. For additional information about the Foundation for the NIH, visit www.fnih.org.

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