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Author & Actress Mara Purl Provides Aha! Moment for “Go Red for Women”

Mara Purl

6 Sep 2012

– American Heart Association (AHA) 10th Annual Luncheon and Education Day
Mara Purl, Author and Keynote Speaker asks: Are you listening to your heart?



MARA PURL - Keynote Speaker for the American Heart Association's Go Red for Women Event

The American Heart Association's initials are A.H.A.—and it really is an organization that's all about the 'aha moment' we each need to share and experience," Purl states. "How can we have happier, more productive and fulfilled lives by listening not only to our heads but also to our hearts? I think these are vital questions and I look forward to engaging this wonderful audience in these important heart-matters."
*Author & Actress
Mara Purl*

(Sept. 6, 2012 COLORADO SPRINGS, CO) – When you look for a perfect fit, it is rare to find a more ideal pairing than the American Heart Association (AHA) and the best-selling author and actress Mara Purl who writes the *Milford-Haven Novels*, often nicknamed the "heart series." Purl is the keynote speaker for "Go Red for Women"—American Heart Association's 10th Annual Luncheon and Education Day at the Antlers Hilton Hotel in Colorado Springs, CO.

This year's theme, "Fill Your Heart With What's Important" was created by event Co-Chairs Susan Davis and Paula Pollet. It captures one of the most important messages of the Go Red for Women movement: 80 percent of heart disease can be prevented if women make the right choices for their hearts, involving diet, exercise and abstinence from smoking.

According to Susan Davis 2012 Go Red Co-Chair, the Go Red morning program will offer medical information while Purl's keynote address at the luncheon will present a different perspective.

Purl explains further, "While learned health-care professionals focus on what it means to be 'heart-smart', I'll be inviting attendees to consider more intuitive, interior questions like: Do we ignore our intuitions? Do we suppress our feelings? Do we delay our cherished goals?"

Purl, who lives in Los Angeles, and in Colorado Springs, is known for community service in both her home cities. She is especially honored to be a part of the AHA event.

"Communities like Colorado Springs that have this fantastic Go Red for Women are so fortunate, because this opens a special window for women. At this ten-year celebration of the Go Red for Women event, we'll be celebrating our decade of progress, but also taking stock of how we can live healthier, more fulfilled lives. This event will help all of us."

Mara Purl

Mara Purl was a performer on-camera and on-stage, with her regular character on *Days of our Lives* having been her starting point for soap opera.

Purl began her writing career as a journalist for the Associated Press, Rolling Stone . . .

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Quick Facts

– When an author hits the fast track, you can go from being just a writer to a best-selling author overnight. Mara Purl's critically acclaimed, award-winning novel, *What the Heart Knows*, went to Bestseller status with over 15,000 orders in one day. The first novel in the *Milford-Haven Series* also hit the top of the 100 Contemporary Fiction List and climbed to Best Sellers in Family Saga Fiction. Even Purl's short stories appeared in

"Former *Days of Our Lives* actress Purl imbues her soap opera finesse into the fictional setting of *Milford-Haven*, a sleepy California coastal town where a cast of characters balance matters of the head and heart. This may be *Apple Pie, USA*, but hearts are on the line, professions are at stake and a possible murder has tainted the landscape. Ending each plot line in a cliffhanger, Purl closes the saga with a peek at the next installment in the *Milford-Haven series* . . . a whirlwind of juicy drama with dangling-carrot closure."

– *Kirkus Reviews*

About the Author Mara Purl

Mara Purl is the national award-winning author of the Milford-Haven Novels, a Women's Fiction saga set on California's majestic Central Coast. Also a performer on-camera and on-stage, her regular character in Days of Our Lives was her starting point for soap opera. Purl created the first American radio serial drama ever broadcast by the BBC, where Milford-Haven USA won a following of 4.5 million listeners. She began her writing career as a journalist for the Associated Press, Rolling Stone, The Financial Times of London, Working Woman Magazine, and The Christian Science Monitor. A prolific fiction author, she also has written a play and several non-fiction books including Act Right: A Manual for the On-Camera Actor with actress Erin Gray. Besides for her books, other Awards include: for radio, the New York Festivals Award; for her play Mary Shelley: In Her Own Words, the Peak Award; and for public service, Woman of the Year 2002 by the Los Angeles County Commission for Women.

About Go Red for Women - Colorado Springs, CO

September 14, 2012

The Go Red for Women Luncheon and Education Day begins at 9:30 a.m. and will feature health screenings, including cholesterol, blood pressure, BMI, glucose and more; Interactive booths and demonstrations; education breakout sessions, a "Survivor Gallery" with inspiring photos and stories from local survivors and a silent auction. The luncheon takes place from noon to 2 p.m.

Following the luncheon, a new after-party "The Red Dress Dash" happens from 2 to 4 p.m. The Red Dress Dash is free to anyone already attending the luncheon and education day, and it promises to be a time of fun and fellowship.

Go Red for Women is sponsored nationally by Macy's and Merck and locally by Wells Fargo. Additional sponsors include Allen and Holly Oliphant, Colorado Beef Council, Colorado Springs Health Partners, Ent Federal Credit Union, HealthSouth Rehabilitation Hospital, Jenny Craig Weight Loss Centres, Kaiser Permanente and Lyda Hill Family Foundation. Media partners include KKTU, The Gazette and KILITE 106.3.

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