

Join Alpha Phi in Supporting the Cheerios Circle of Helping Hearts

Alpha Phi is proud to announce an exciting gift of support from the *Cheerios Circle of Helping Hearts*® program that will help to further Alpha Phi's efforts to raise awareness of women's heart disease. And you can help!

Now until January 30, 2009, Cheerios® will donate \$1 for every Cheerios product code entered at www.cheerioshelpinghearts.com to WomenHeart, the nation's only patient advocacy organization serving women with heart disease. 8th Continent® soymilk will also donate \$1 for every code entered at www.8thcontinent.com by December 31st, 2008.

Getting your cholesterol screened is one of the best preventative measures to take against heart disease and by entering codes to these sites, you can help direct up to \$300,000 towards free cholesterol screenings for women who otherwise couldn't afford them. Codes are featured inside specially marked boxes of Cheerios *cereal* and on 8th Continent bottles.

Cheerios and 8th Continent will also donate an additional \$200,000 to help raise awareness and provide education about the risk of heart disease in women. This donation, combined with the donations based on code entries, brings the total potential donation to WomenHeart to a half million dollars.

"We are excited to work with Alpha Phi to raise awareness of this critical issue," said Ricardo Fernandez, Cheerios Marketing. "As heart disease awareness is very important to both Cheerios and Alpha Phi, we are happy they are helping us spread the word about this program."

It's easy to help: simply enter the special codes on the Circle of Helping Hearts web site [link to www.cheerioshelpinghearts.com] or the 8th Continent site [link to www.8thcontinent.com]

Taking simple steps each day, such as choosing foods that are part of a heart-healthy diet and getting the recommended amount of physical activity, can make a big difference in caring for your heart. And while you're doing something good for yourself, you can also raise money to help another's heart. For more information on the *Cheerios Circle of Helping Hearts* program and to do your part to help a heart, visit www.cheerioshelpinghearts.com.