



**TAKE THE PLEDGE.  
DO IT FOR YOURSELF.  
DO IT FOR SOMEONE YOU LOVE.**

- You can do it. You can become a heart hero. Join the thousands of people who are striking a blow against heart disease. You don't have to go big. Just do one thing. Go ahead. Eat more veggies, try a little exercise, and laugh. Do it for yourself and for everyone you love. Do it now. Take the pledge.

### **Be A Heart Hero.**

Heart disease is the number one killer in America. But it's preventable. Visit **WomansDay.com/BeaHero** and get your Heart Hero bracelet today. Wear it with pride and be inspired to tap into your inner strength. Join the movement to prevent heart disease, once and for all.



**GROW HEALTHY. TAKE THE PLEDGE. VISIT [WOMANSDAY.COM/BEAHERO](http://WOMANSDAY.COM/BEAHERO)**



**UnitedHealthcare  
Insurance Company**



Promotion

# Take the pledge to be a Heart Hero.

UnitedHealthcare and *Woman's Day* have teamed up to strike a blow against heart disease. Join us by taking the pledge to be a hero to your heart.



# 1

Visit  
**WomansDay.com/BeaHero.**

# 2

Take the pledge and be automatically entered for a chance to win \$500 to kick-start your heart-healthy lifestyle.

# 3

Show additional support by purchasing a *Heart Hero* bracelet set (one for a friend). A portion of the proceeds goes to the American Heart Association.

## **Wear your bracelet with pride.**

Wearing your bracelet will remind you of your pledge to live a heart-healthy lifestyle. Every time you eat better, exercise more or do something to reduce stress, you're taking a small step toward being a hero to your heart.

Give a bracelet to someone special in your life. There is strength in numbers, so join the movement to fight heart disease together.



## **Enter for your chance to win a spa getaway.**

Take all four *Be a Heart Hero* pledges and you will be automatically entered for a chance to win a fabulous spa getaway for two. For more information, visit **WomansDay.com/BeaHero.**

NO PURCHASE NECESSARY TO ENTER OR WIN. The "Be a Heart Hero" Pledge Sign-Up Sweepstakes sponsored by Hearst Communications, Inc. Go to WomansDay.com/BeaHero from 12:01 a.m. (ET) February 7, 2012, through November 6, 2012, at 11:59 p.m. (ET), and complete and submit the entry form. Odds of winning will depend upon the total number of eligible entries received. Must be a legal resident of the 48 continental United States or D.C. who are 18 years or older at time of entry. Void in Puerto Rico, Alaska & Hawaii and where prohibited by law. Sweepstakes subject to complete official rules available at WomansDay.com/BeaHero.

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## BE A HEART HERO. PLAY WITH THE POSSIBILITIES.

- What if it were fun to take care of your heart? Being a heart hero means that you're playing an active role in caring for your heart. You don't have to start training for a marathon. Just get out of the house with a friend and have some fun. Sometimes we forget that the best exercise is rediscovering hopscotch. Or skipping stones. Or flying a kite.

### Take the pledge.

Go ahead. Take the pledge to be a heart hero and exercise your right to help prevent heart disease. Get your Heart Hero bracelet today and wear it with pride. Do it for yourself, for your family, and for everyone who is depending on you.



GROW HEALTHY. TAKE THE PLEDGE. VISIT [WOMANSDAY.COM/BEAHERO](http://WOMANSDAY.COM/BEAHERO)

UnitedHealthcare  
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Promotion

# Get moving. Be a Heart Hero.

UnitedHealthcare and *Woman's Day* have teamed up to help prevent heart disease. Join us by taking the pledge and exercise your right to a healthy heart.

1

Visit **WomansDay.com/BeaHero**.

2

Take the **Get Moving** pledge and enter for a chance to win \$500 toward a gym membership.

If you missed the **Get Started** pledge, there's still time to enter!

3

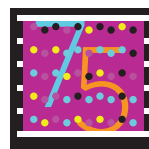
Show your support by purchasing a **Heart Hero** bracelet set (one for you and one for a friend). For every set of two **Heart Hero** bracelets sold between February 7, 2012, and November 6, 2012, UnitedHealthcare will donate \$1 to the American Heart Association, up to a maximum of \$100,000.



## **Wear a bracelet. Share a bracelet.**

Wearing your bracelet will remind you of your pledge to live a heart-healthy lifestyle. Every time you exercise, do something to reduce stress or eat better, you're taking a small step toward being a hero to your heart.

**Give a bracelet to someone special in your life.** There is strength in numbers, so join the movement to fight heart disease together.



Snap for your chance to win two iPod nanos®—one for you, one for a friend—and a \$50 iTunes® gift card.



## **Enter for your chance to win a spa getaway.**

Take all four *Heart Hero* pledges this year—**Get Started**, **Get Moving**, **Reduce Stress**, and **Eat Better**—and you will be automatically entered for a chance to win a fabulous spa getaway for two. For details, visit **WomansDay.com/BeaHero**.

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**BE A HEART HERO.  
DO SOMETHING YOU LOVE  
WITH SOMEONE YOU LOVE.**

- Build fun and relaxation into your life to reduce stress. That's good for your heart. Grab a friend and play in the park. Spend a lazy afternoon at the beach. Fly a kite. Walk the dog. Focus on what's important and let go of everything else.

### **Take the pledge.**

Become a heart hero and take a small step toward caring for your heart. Go for it. Take the pledge. Visit **WomansDay.com/BeaHero** and get your *Heart Hero* bracelet today. Do it for yourself, for your family, and for everyone who depends on you.



**GROW HEALTHY. TAKE THE PLEDGE. VISIT WOMANSDAY.COM/BEAHERO**



**UnitedHealthcare  
Insurance Company**



Promotion

# Unwind a little. Be a Heart Hero.

UnitedHealthcare and *Woman's Day* have teamed up to help prevent heart disease by promoting reduced stress, a major risk factor. Join us by taking the pledge to reduce stress and be good to your heart.



**1** Visit **WomansDay.com/BeaHero**.

**2** Take the **Reduce Stress** pledge and enter for a chance to win \$500 toward a day of relaxation. If you missed the **Get Started** and **Get Moving** pledges, there's still time to enter!

**3** Show your support by purchasing a *Heart Hero* bracelet set (one for you and one for a friend). For every set of *Heart Hero* bracelets sold through November 13, 2012, UnitedHealthcare will donate \$1 to the American Heart Association®, up to a maximum of \$100,000.

*Be a  
Heart  
Hero*



#### **Wear a bracelet.**

Wearing your bracelet will remind you of your pledge to live a heart-healthy lifestyle.

Every time you do something to reduce stress, exercise, or eat better, you're taking a small step toward being a hero to your heart.

#### **Share a bracelet.**

There is strength in numbers, so join the movement to fight heart disease together.



#### **Enter for your chance to win a spa getaway.**

Take all four *Heart Hero* pledges this year—**Get Started**, **Get Moving**, **Reduce Stress**, and **Eat Better**—and you will be automatically entered for a chance to win a fabulous spa getaway for two. For details and official rules, visit **WomansDay.com/BeaHero**.

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## *Be a Heart Hero*

Go ahead. Take the pledge to be a hero to your heart. Join UnitedHealthcare and *Woman's Day* as we take an important step to help prevent heart disease.

Get your Heart Hero bracelet and wear it with pride. Do it for yourself, your family, and everyone in your life. And be sure to encourage your friends to take the pledge too. Together, we can accomplish so much more.

**[WomansDay.com/BeaHero](http://WomansDay.com/BeaHero)**

Do it  
for someone  
you love.

# *I'm a* **Heart Hero**

Facebook Badges







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