

December 11, 2013



***Achieve a Healthier You*, featuring Heuser Health
announced as the February Women Who Achieve Series Topic**

LOUISVILLE, Ky. (Dec. 11, 2013) On Monday, Feb. 3, Women 4 Women will host the fourth Women Who Achieve Series event, presented by PNC. This event, *Achieve a Healthier You*, will be a great follow up to September's Annual Luncheon featuring Carla Hall. Heuser Health staff will be on site to walk the audience through what it means to "eat clean", a targeted 30-minute fitness plan, and an open format Q&A session with Heuser Health CMO Peggy Heuser, RN BSN.

"The Women Who Achieve Series events are designed to provide women the tools and motivation they need to be successful in every area of their life," says Misty Cruse, director of Marketing & Communications for Women 4 Women. "Studies regularly show a strong link between physical and mental health and wellness. Women spend so much time caring for others in their lives they forget to make time for themselves. This event is designed to remind them of the importance of that."

During this event, Heuser Health Chef, Jess Grace will do a "clean eating" explanation and demonstration and immediately following Heuser Health exercise physiologist, Katie Puffer will lead attendees in a fitness class using their 10-10-10 structure – 10 minutes of core work, 10 minutes of cardio, 10 minutes of strength. Attendees are encouraged to come prepared to work out. Finally the program will close with a health wrap-up and Q&A from Peggy Heuser.

"We're very excited to be part of the Women Who Achieve Series," says Heuser. "So much of what we do at Heuser Health is geared toward the whole person, this is a great opportunity to help women learn to embrace the concept of a healthier lifestyle for themselves and their families."

The Women Who Achieve Series events are sponsored by PNC. All series events focus on one of the four key areas of the Women 4 Women Economic Self-Sufficiency Model – Education & Leadership, Social Change & Single-Parent Economy, Jobs & Earnings and Health & Safety. Women 4 Women believes these areas, when developed, help contribute to a woman's ability to be self-sufficient.

This event will be held at Girl Scouts of Kentuckiana, 2115 Lexington Road. Event registration is \$30. Doors open at 5 p.m. and the session will run 5:30 to 7p.m. To register, visit <http://w4w.org/women-who-achieve/registration>.

About Women 4 Women

Women 4 Women and its donors improve the lives of women and girls in Metro Louisville through education, advocacy and fundraising for focused grantmaking in four key areas that enable self-sufficiency: Education & Leadership, Social Change & Single-Parent Economy, Jobs & Earnings and Health & Safety. By giving through Women 4 Women donors will see the multiplier effect of their gifts being joined with others' to make real impact for the non-profits doing the best work to improve the lives of

women and girls in our community. Because improving the lives of women and girls raises entire communities today and for future generations.

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