

Go *Red* For Women Luncheon

Heat care is the new self-care according to the *Palm Beach County 2024 Go Red for Women Luncheon's* energetic keynote speaker, **Dr. Suzanne Steinbaum**. Steinbaum, a New York-based cardiologist of more than 20 years and one of the founders of the *Go Red for Women* movement, encouraged the 400 *Luncheon* attendees to take their heart health seriously.

The *Luncheon* celebrated the culmination of this year's local *Go Red for Women* campaign, which brings awareness and funding to women's heart health. Heart disease is the No. 1 cause of death in the United States, and the No. 1 cause of death for moms.

"Twenty years ago, *Go Red for Women* was launched as a movement to bring attention to women's heart health," says **Pam Rauch**, 2024 *Palm Beach County Go Red for Women* Chairwoman and a Florida Power & Light Company Vice President. "That meant more women participating in heart research, more funding for that scientific focus, and a bigger push for heart health awareness among our moms, daughters, friends and more."

The *Luncheon* highlighted the local work of this year's *Woman of Impact* and *Teen of Impact* nominees: **Dr. Abeer Aziz-Siddiqui** with HCA Florida, **Kimberly Lea** with Palm Beach State College, **Angel O'Neal** with HCA Florida Primary Care, **Desiree Reavis** with Omni, **Dr. Deeawn Roundtree** with Roundtree Training & Consulting, and teens **Ella McDermott** and **Katherine Yang**.

Each nominee fundraised and participated in activities to raise awareness for heart health in women over a nine-week campaign. The 2024 *Palm Beach County Woman of Impact* is **Dr. Deeawn Roundtree**, and the *Teen of Impact* is **Ella McDermott**.

"We are grateful to everyone who has helped elevate the *Go Red for Women* message and raise critical funds in support of our local mission," Rauch says. "This work is far from over, but from improving nutrition access in local food deserts to providing free blood pressure resources at libraries and churches, we are making considerable progress in helping this community improve cardiovascular health."

Go Red for Women is nationally sponsored by **CVS Health** and **Together to End Stroke** is nationally sponsored by **Encompass Health**. Sponsors of *Go Red for Women* in Palm Beach County include **Florida Power & Light Company**, **Blue Lake Service**, **The Garcia Companies**, **HCA Florida Healthcare**, supported by the **HCA Healthcare Foundation**, **Mount Sinai New York**, **CITY Furniture**, **Comcast**, **Cross Country**, **The GEO Group Foundation**, **Medtronic**, **Pike Electric**, **Quanta Infrastructure Solutions Group, LLC**, **rbb Communications**, **Utility Power**, **ACRT**, **Ash Grove**, **The Atlantic Group at Morgan Stanley**, **AV-Worx**, **Bank of America**, **CEI, Inc.**, **Cornerstone Solutions**, **Curley & Pynn Public Relations**, **Economic Council of Palm Beach County**, **Greenberg Traurig, P.A.**, **Gunster, Jupiter Medical Center**, **Lewis, Longman & Walker, P.A.**, **McNicholas & Associates**, **Oxbow**, **Rogers Design Group**, **Stuart Cardiology Group**, **The Spear Group** and **Wellington Regional Medical Center**.

For more information about the *Palm Beach County Go Red for Women* movement and the *Woman and Teen of Impact* initiatives visit Heart.org/PalmBeachGoRed. PHOTOS: CAPEHART



Troy Rice, Deb Caplan, Pam Rauch and Thomas Bean



Ella McDermott receives the *Teen of Impact Award* from Stacey Comerford



Dr. Deeawn Roundtree receives the *Woman of Impact Award* from Stacey Comerford