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Helping Your Heart Can Help Your Business By JoAnn R. Hines, Chief People Packager

Did You Know that heart disease is the #1 killer of women? If not, you're not alone. Few people know that heart disease kills more people than all forms of cancer combined. In fact, during the years 1900-2004 heart disease was the main cause of American deaths.

The Sister to Sister - Everyone has a Heart Foundation - is reaching out to women. On February 18, 2005, on National Woman's Heart Day, this organization will make it possible for women to get free heart screenings. For more information visit <http://sistertosister.org/>

So what does this have to do with business? If you are in a city like Atlanta, it's a major event. There are dozens of high profile people that support this cause. They will come out in masses to attend an event, participate in a walk, or volunteer at a screening center. These are people who you couldn't get face time with any other way. This is a cause every woman can support. Many corporations are endorsing, attending or exhibiting at events to fight heart disease. It's an opportunity for quality time with high profile company representatives.

Get on board with a commitment of your time and or resources. It's a great door opener to those people you want to meet. For more on how to use "causes" to outmaneuver your competition, order my CD "How to Outmaneuver the Competition Before They Outmaneuver You."

Send \$9.95 + \$3.95 S&H to: Women in Packaging, Inc. 4290 Bells Ferry Road, STE 106-17, Kennesaw, GA 30144.