



Nascentia Health CEO working to improve women's heart health

President & CEO Kate Rolf serving as 2020 Go Red for Women Chairwoman

For immediate release

SYRACUSE, February 26, 2020 — The American Heart Association has a new volunteer leader for the Go Red for Women campaign.

Local healthcare leader Kate Rolf has taken over as the next volunteer chairwoman for the 2020 Go Red for Women movement, including the Syracuse Go Red for Women Luncheon on Thursday, October 22nd. Rolf will lead the organization's efforts to change the statistics regarding women's heart health, including fundraising and awareness efforts.

"Serving as the Chair of the 2020 Syracuse Go Red for Women movement is really an honor and exciting opportunity that I was eager to take on. Just knowing that 80% of cardiac events can be prevented, but that cardiovascular disease still claims the lives of one in three women means that there is still a lot of work that needs to be done to raise awareness on the subject," Rolf said. "The statistics alone speak for themselves. Protecting and preserving the health of our community is something I'm very committed to personally and professionally, and being Chair is the perfect platform to help really make a positive difference."

Rolf currently serves as President and Chief Executive Officer of Nascentia Health, which provides home and community-based care for seniors. She previously served in leadership roles at Faxton St. Luke's Healthcare. She has a passion for the Go Red for Women movement and served as the chairwoman in the Mohawk Valley in 2018.



Kate Rolf, MBA, FACHE, CHCE
President & CEO, Nascentia Health
2020 Syracuse Go Red for Women Chairwoman

If you are interested in getting involved in the Go Red for Women campaign along with Kate Rolf, please contact Trina Tardone, Go Red for Women Director, at Trina.Tardone@heart.org or <http://SyracuseGoRed.heart.org>.

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About the American Heart Association

The American Heart Association is a relentless force for a world of longer, healthier lives. We are dedicated to ensuring equitable health in all communities. Through collaboration with numerous organizations, and powered by millions of volunteers, we fund innovative research, advocate for the public's health and share lifesaving resources. The Dallas-based organization has been a leading source of health information for nearly a century. Connect with us on heart.org, [Facebook](#), [Twitter](#) or by calling 1-800-AHA-USA1.

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