

How Heart Disease Touched Kelly Rowland's Life

February 28, 2017

Two years ago, the Grammy Award-winning artist Kelly Rowland lost her mother to heart disease, an illness that affects an estimated 43 million women in the United States. The experience sparked a fire in Rowland; as a result, the singer recently became the voice of the [#KnockOutHeartDisease](#) campaign, according to a press release from [WomenHeart: The National Coalition for Women with Heart Disease](#).

The initiative, a partnership between WomenHeart and [Burlington](#) stores, started in February, which is American Heart Month, and continues through March. Rowland joined WomenHeart Champions, women heart disease survivors and community educators, spokespeople and heart health advocates to encourage women to get heart health screenings and learn about the signs and risk factors of cardiovascular disease, as well as to solicit donations for the organization.

"Heart disease certainly touched my mother and our family, but it really touches all women," Rowland told Burlington. "As the leading cause of death in women, it is so important for all of us to take charge of our heart health—know the signs of heart disease, understand the risk factors and be sure to get our heart health screening to know our numbers for BMI, blood pressure and cholesterol."

Rowland also stressed that women should visit their health care providers to ensure that they are meeting these standards. "I'm passionate about this cause and this campaign because it elevates the conversation around the importance of women's heart health," the entertainer told Burlington.

The national off-price retailer will offer free heart health screenings on March 24, 2017. (The first screening was on February 3, 2017.) For each person who receives a screening and tags two friends with [#KnockOutHeartDisease](#) on social media, Burlington will donate five dollars, up to \$25,000, to support WomenHeart. Customers can also donate directly to WomenHeart at any Burlington store nationwide.

"I'm dedicated to bringing awareness to the disease by supporting WomenHeart, to provide funding for much needed education and programs for women living with or at risk of heart disease," Rowland said.

[Click here](#) to read more about how heart disease affects women in particular in a number of ways. And [click here](#) for a snapshot of Rowland's upcoming projects for 2017.

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