



FOR IMMEDIATE RELEASE

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e-GLAM, INC. NAMED ONE OF AMERICAN HEART ASSOCIATION'S NATIONAL SUPPORTING SPONSOR AND FIRST EVER, GREATER WASHINGTON REGION SPONSOR FOR AMERICAN HEART ASSOCIATION'S *GO RED FOR WOMEN* CAMPAIGN.

Reston, VA-April 1, 2008- e-GLAM, Inc., an accessories company better known for its fashionable approach to laptop bag luxury, is providing financial support and launching a nation wide, heart health awareness campaign, **e-GLAM's Friendship Tour**, to benefit the lives of 2 million women.

e-GLAM will Launch the **15 city Friendship Tour** at the new *Washington Nationals Baseball Park, Saturday, June 21, 2008*. Friends and family will enjoy a warm summer evening at the most spectacular ballpark in Major League Baseball. Washington DC's newest landmark is well appointed with state-of-the-art high definition video boards and a sound system that makes every seat the Best Seat. While enjoying the on-field action, friends and family will have an opportunity to learn about heart healthy habits from health experts. This very special event will be open to the public as well the families and friends of the United States Armed Forces.

Together with the American Heart Association's *Go Red For Women* campaign, e-GLAM will ask women and their friends to stop the #1 killer of women...Heart Disease, by simply loving their heart with heart healthy knowledge. Each year heart disease and stroke claims the lives of more than half a million women-about a death a minute. One in three adult women has some form of cardiovascular disease. e-GLAM's Friendship Tour offers a fun and dynamic environment in which to celebrate with friends, family and loved ones all while learning some simple steps to help reduce risk and raise awareness-key to wiping out heart disease.

On Friday, February 1, 2008, Marie Osmond, AHA's newest national spokesperson for the Go Red For Women campaign, announced her support. She encourages women to take care of themselves by living a heart healthy lifestyle.

e-GLAM's belief that friends and self-empowerment can be a life-line to good health. As a result, e-GLAM's Friendship Tour has scheduled a series of social networking events/ (celebrations) in 15 American Heart Association/ Go Red For Women cities. The New Washington Nationals Ball Park is the 1st stop on e-GLAM's Friendship Tour schedule. For tickets and a detailed list of cities, visit: www.e-glamsfriendshiptour.com

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