

# Daily Pilot

Serving the Newport-Mesa community since 1907  
SATURDAY, FEBRUARY 3, 2007



MARK DUSTIN / DAILY PILOT

Paul Mitchell School student Keyv Crump, left, brushes red hair dye on the hair of Steve Gannon, center, while Sarah Kim, right, applies red hair dye on Gannon's beard during the American Heart Assn.'s Go Red event Friday to raise heart health awareness.

## A change of heart

Customers at Paul Mitchell School dye hair red for American Heart Assn.'s Go Red campaign.

By Amanda Pennington  
Daily Pilot

COSTA MESA — Janice Shepherd celebrated her life Friday by cutting off her long ponytail and coloring her new short hairdo red at the Paul Mitchell School on Adams Avenue and Harbor Boulevard.

"It's extremely important to get the word out — heart disease is the No. 1 killer of women — and what better way to do that than to do what women do everyday?"

Kelleen Corfield,

St. Joseph's Women's Heart Center program coordinator

But she really wasn't trying to make a fashion statement. About five years ago, Shepherd had a heart attack while swimming in Corona del Mar. She subsequently needed to have stents put in to allow better blood flow, which has

required bypass heart surgery. Shepherd, 49, was one of about 45 people men and women who elected to dye their hair red Friday to help increase awareness for heart disease, which is the leading cause of death in women,

according to the American Heart Assn.

"It's really important to get [the message] out there to other women," Shepherd said. "I'm certain there are a lot of women who are unaware of the risks."

The Costa Mesa resident said the lively event at Paul Mitchell was a "fabulous" way to spread the message.

In 2003, more than 100,000 people in California died of some sort of cardiovascular disease, which means many

See HEART, Page A4

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## HEART

Continued from A1

residents have been affected. Shepherd's stylist Brittnie Miller, of Huntington Beach, said she's dealt with heart disease in her family, so the day's underlying premise hit close to home.

"It's difficult, and I just love to help people. . . . I'm really happy to be doing this," she said as she sectioned Shepherd's hair.

Doctors from St. Joseph's Hospital in Orange — one of the day's sponsors — were at the salon to take blood pressure

readings and answer questions about heart disease.

"It's extremely important to get the word out — heart disease is the No. 1 killer of women — and what better way to do that than to do what women do everyday?" St. Joseph's Women's Heart Center program coordinator Kelleen Corfield said.

"We want to help women improve their bodies, both inside and out."

This is the second year the school participated in the fairly new event.

"The American Heart Assn. wanted to create a campaign

they'd be known for that spreads and connects and sends messages into the community. . . . We wanted to join the nationwide movement with energy and passion," admissions leader Janet Payne said.

"If we empower one another and educate one another, we can truly wipe out what kills people today."

In much the same way breast cancer organizations have made pink their signature color, the American Heart Assn. is making red its own.

For more information, visit [www.americanheart.org](http://www.americanheart.org).

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