



FOR IMMEDIATE RELEASE

A New Coalition Empowering Women to *Know Where to Go and Know What to Do* to Prioritize Their Health

In the name of women's health, <ENTER ORGANIZATION NAME> and other mission-driven organizations come together to educate and empower women within a single, trusted entity.

CITY – <DATE>, 2022– While women are the ‘Chief Healthcare Officers’ of their households, they don’t prioritize their *own* health. In fact, over 60% of women admit that they procrastinate on their health, with the leading reason attributing to women spending more time managing the health of others in her family¹. Meanwhile, during the global pandemic, over 33% of women with major health issues (i.e. heart disease, diabetes) admit to delaying or canceling their doctor appointments or screenings.)¹.

Understanding the tremendous pressure women have in today’s fast-paced society, and the dismal consequences of neglecting one’s health, the [*Know Where to Go, Know What to Do*](#) coalition was created to help her identify reputable and mission-driven organizations that provide resources, support, and education to simplify her path to greater health.

<ENTER ORG NAME> is proud to partner together with like-minded entities to amplify its mission of providing women with the tools and resources that will help her succeed in *all* matters of health. As a participant in this coalition, <ENTER ORG NAME> has the opportunity to provide more resources to the women within its community, while inheriting a powerful platform to share their offerings with those outside of their community, allowing more women to discover the **< enter offerings: i.e. support, free retreats; free screenings; educational materials; digital communities; etc.>** that they have to offer, at no cost to her.

“QUOTE FROM LEADERSHIP FIGURE WITHIN YOUR ORG”

Women can visit Know Where to Go, Know What To Do to find hospitals that meet the highest standards based on robust criteria that include relevant clinical performance, patient satisfaction and appropriate accreditations, and to find educational, financial and emotional support from trusted organizations on a variety of health conditions such as Bone Health, Breast Cancer, Celiac Disease, Eating Disorders, Fertility, Fibroids, Headaches, Infant Loss, Kidney Disease, Lymphedema, Obesity, Skin Cancer, Sleep Health and more.

Participating organizations like <ENTER ORG NAME> recognize the importance of helping women prioritize their health, and the impact of collaboration to bring about great change. As such, this coalition graciously unites dedicated and progressive organizations in the joint mission to educate and empower women.

For a full list of participating organizations and to learn more, please visit [Know Where to Go, Know What to Do.](#)

About <ENTER ORG>

<ENTER ORG BOILER PLATE>

About Know Where to Go, Know What to Do

The “Know Where to Go, Know What To Do” coalition for women’s health is a group of organizations with a single shared mission: to educate and empower women to take responsibility for their well-being, understand their health, and increase awareness of their unique health needs. By working together, the Coalition will assure women have the education, support and tools to make her health a priority. As of January 2022, the coalition currently consists of the following organizations: Women’s Choice Award; American Bone Health; American Breast Cancer Foundation; Baby Quest; BC Lymphedema Association; Beyond Celiac; Bone Health & Osteoporosis Foundation; Casting for Recovery; National Eating Disorders Association; National Headache Foundation; Project Sweet Peas; Skin Cancer Foundation; The American Diabetes Association®; The Better Sleep Council; The White Dress Project; and Know Your Lemons Foundation. Learn more at KnowWhereToGoKnowWhatToDo.com.

¹ “Women’s Health Today,” WomenCertified Inc. Research Survey, Dec. 2021.

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<ENTER ORG MEDIA CONTACT>

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