

For Immediate Release

MEDIA CONTACT:

Blair Kennedy <u>blair.kennedy@vsb.com</u> 919.659.9021 (o) 919.522.5581 (c)

VantageSouth Bank to Go Red for Women in February

Bank sponsors heart health activities to fight women's cardiovascular disease

RALEIGH, N.C., Jan. 29, 2013—The green and blue of VantageSouth Bank will turn to red during February to show its commitment to the American Heart Association's *Go Red for Women* campaign, an effort to prevent cardiovascular disease among women. The bank is a 2013 Go Red for Women sponsor, providing \$25,000 in support.

"We promote the fiscal and physical health of residents in the communities we serve," said Wanda Queen, region president of Retail Banking for VantageSouth and 2013 Go Red for Women campaign chairwoman. "Heart disease is the No. 1 killer of women, but many women still do not consider the severity and reality of the disease. Go Red focuses on saving lives through funding research and raising awareness."

On Feb. 1, the bank will kick off its Go Red activities by illuminating the VantageSouth branch at 4711 Six Forks Road in Raleigh with red lights. The bank will also host a heart health fair with representatives from The Prevention Group/Lifesigns providing blood pressure checks, body mass index assessments and counseling on heart healthy lifestyles at no cost. Heart health literature will be available in all Triangle VantageSouth branches, and all employees will wear red as part of the national Wear Red Day to raise awareness.

WHAT: Go Red for Women Kickoff

- Heart health fair provided by The Prevention Group/Lifesigns, open to the public at no cost
- Wear Red Day for bank associates
- Go Red ribbon-cutting

WHEN: February 1

- 10 a.m. until 4 p.m. Heart health fair
- 1 p.m. Go Red ribbon-cutting with Tisha Powell of WTVD

WHERE: VantageSouth Bank

4711 Six Forks Road Raleigh, NC 27609

• The heart health fair and ribbon-cutting will be held at the Six Forks location. All Triangle branches will provide heart health literature from The Prevention Group/Lifesigns.

Queen says that VantageSouth is sponsoring Go Red because women historically have been underserved in efforts to prevent heart disease. That began to change 10 years ago when the American Heart Association launched Go Red for Women. Since then, women have been fighting heart disease individually and together as part of the Go Red for Women movement. They have proudly worn red, shared stories of survival and joined together to understand women's heart health. Funds donated to Go Red for Women have helped save women's lives across the nation. Below are some of the notable achievements, according to the American Heart Association:

- More than 1.8 million women have learned their personal risks of developing heart disease through the Go Red Heart Checkup.
- More than 200,000 healthcare providers' offices have received critical patient information on women and heart disease
- More than 1.4 million women have joined the movement, and 89 percent of them have taken some action to improve their health, such a losing weight, following a regular exercise routine and getting their cholesterol and blood pressure checked.

The American Heart Association reports that the Go Red campaign has helped save more than 627,000 women from heart disease – meaning that 330 fewer women are dying each day. VantageSouth has joined the effort because although the American Heart Association has made great strides, there is more work to do:

- Heart disease causes one in three women's deaths each year, killing approximately one woman every minute.
- An estimated 43 million women in the U.S. are affected by heart disease.
- Ninety percent of women have one or more risk factors of developing heart disease.
- Since 1984, more women have died each year from heart disease, and the gap between women and men continues to grow.

About VantageSouth Bank

VantageSouth Bank was established in 1998 and serves central North Carolina to the coast, with 20 banking centers in the following cities: Apex, Burlington, Cary, Clayton, Fayetteville, Garner, Holly Springs, Knightdale, Pinehurst, Raleigh, Salisbury, Sanford, Southern Pines and Wilmington. VantageSouth Bank was formed through the merger of VantageSouth Bank into Crescent State Bank. The holding company for the bank is Crescent Financial Bancshares, Inc., based in Raleigh. Crescent Financial Bancshares, Inc. stock can be found on the NASDAQ Global Market trading under the symbol CRFN. For more information about VantageSouth Bank, visit www.vantagesouth.com.

About Go Red for Women

The American Heart Association's Go Red for Women movement has been impacting the health of women for 10 years. More than 627,000 women's lives have been saved, but the fight is far from over. Now is the time to shout louder, stand stronger and demand change. It's time to come together in a movement that is not just FOR women, but BY women. It's time for women to Go Red. Visit goredforwomen.org for more information, or call 1-888-MY-HEART.

The American Heart Association's Go Red for Women movement is nationally sponsored by Macy's and Merck & Co., Inc., with additional support from our cause sponsors.