



American Heart Association.



Happy Heart Month!

The American Heart Association's **Go Red For Women movement is the world's largest network standing together to end heart disease and stroke in women.** This year marks the 15th anniversary of the American Heart Association's launch of the Go Red For Women campaign. In just 15 short years, Go Red has made considerable progress toward its original goal of raising awareness among women that heart disease is their greatest health threat. Before Go Red, only 30% of women recognized this fact. Today, 56% of women recognize this – **that's over 670,000 lives saved.** However, for all the lifesaving progress we've made, women continue to be disproportionately affected by cardiovascular diseases.

The more women we mobilize to stop our No. 1 health threat, the more lives we can save. You can support this initiative by asking women and men in your life to **Go Red.** By **wearing RED** on National Wear Red Day, Friday, February 1, you are committing to bring even more awareness of heart disease and stroke among women.

What does it mean to Go Red?

- **G**et your Numbers: Ask your doctor to check your blood pressure and cholesterol.
- **O**wn Your Lifestyle: Stop smoking, lose weight, exercise and eat healthy.
- **R**ealize Your Risk: We think it won't happen to us, but heart disease kills 1 in 3 women.
- **E**ducate Your Family: Make healthy food choices and encourage physical activity for your family.
- **D**on't Be Silent: Tell every woman you know that heart disease is our No. 1 killer.

On the Wear Red Day website, you can find the below printable materials that will educate your family, friends, and colleagues in the movement and help you coordinate a Wear Red Day event in your office.

- Wear Red Day Fundraising Guide
- Educational Infographics
- Tax receipts
- Poster

You can find these printable materials at www.heart.org/HoustonWearRedDay.

Red dress pins may be ordered at www.shopheart.org. Please reach out to us if you have any questions or need additional materials.

Together, we can end heart disease. Go Red.

Wishing you a joyful and heart-healthy new year,

Yara El Sayed
Senior Vice President & Executive Director
American Heart Association – Greater Houston

Houston Goes Red Sponsor

