



# Wear Red and Give

Be relentless in support of women's health.

Let's come together to prevent heart disease and stroke throughout February – which is American Heart Month.



Go Red For Women is nationally sponsored by



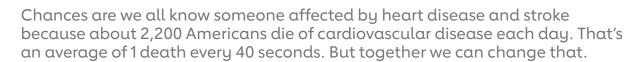


# It's easy to make a difference — and have fun at the same time! All you need to do is:

- 1. Wear Red To raise awareness, let's turn the world red. Choose a red shirt, dress, pants, hat, tie, scarf, or even socks. Wear red alone or join together with friends and colleagues to make a statement for a great cause.
- 2. Give Help raise awareness that heart disease is the greatest threat to women and encourage them to take action. Every dollar makes a difference in the fight against heart disease the leading cause of death in the world.
- 3. Open your heart and contribute to the American Heart Association's efforts to help build healthier lives, free of cardiovascular diseases and stroke. Your gift can change lives: Nearly 80 cents of every dollar donated is spent on research, education and community outreach.

**Involve Others** 

#### We can do so much together!



Let's make a big impact! Bring people together at work, school, your place of worship, in your community, or at your social clubs and events. There are lots of ways to be a part of Wear Red Day and American Heart Month. It's easy to do anywhere and with everyone.

# Getting started

- Go to WearRedDay.org and pick from a variety of resources to help spread the word. You'll find fliers, posters and desk drops you can easily download and print.
- Ask friends and family for their commitment to wear red on Wear Red Day and make a gift to support the lifesaving work of the AHA.
- Host a Wear Red Day party at work, home, school or anywhere else.

- Advertise your event using the posters and fliers at WearRedDay.org, or create your own.
- Create your own donation page before your event. Just follow the simple instructions on WearRedDay.org.
   Once your page is set up, ask friends, family and co-workers to Wear Red And Give anytime in February.



### Here are some tips and ideas for a great event:

- Reach out to a hospital or community health clinic and invite a
  guest speaker such as a cardiologist or nurse. If you know a heart
  disease or stroke survivor, invite them to share their personal story.
- Offer free blood pressure checks with an optional donation "tip" jar to raise funds.
- Host a healthy bake sale to raise funds and awareness using healthy recipes at https://recipes.heart.org/
- Heart-healthy cooking demonstrations are always fun.
   Think heart-healthy foods and foods that are red. And check out the healthy cooking tips at: https://www.goredforwomen.org/fight-heart-disease-women-go-red-women-official-site/live-healthy/cooking-tips/
- Serve red heart-healthy fruit trays with apples and strawberries, or veggie trays with red peppers and radishes. Use red plates, napkins and cups.
- Plan to hand out educational resources at your event.
   You can find heart-healthy documents to download for free on our Wear Red Day site.
- Feature employees who are survivors in weekly emails to employees or on your intranet site.
- Distribute red flowers to employee survivors or plant red roses to honor employees with heart disease or stroke.

## Event Ideas



### Here are some tips and ideas for a great event:

- Ask those who can't attend to support the cause by donating online.
   Send an email with a link to your fundraising page.
   Ask friends to send the link to your fundraising page to their friends and start a movement.
- Find a few friends or family members to join you for a walk or other physical activity on Wear Red Day. Or lead a group at work in a heart-healthy exercise like these found here: https://www. goredforwomen.org/live-healthy/how-to-workout-at-work/
- Ask employees to show their support by wearing red.
   Hold a contest for the most creative or craziest red outfits.
- Light the exterior or lobby of your building red and hang up signs explaining why.
- Hang red streamers and red string lights or cover cubicle panels with red paper or balloons.
- Visit **ShopHeart.org** to purchase red items for prizes or to decorate the workplace.
- Feature an infographic about heart health in your employee newsletter. Examples can be found here. https://www. goredforwomen.org/fight-heart-disease-women-go-red-women-official-site/about-heart-disease-in-women/symptoms-of-heart-disease/
- Host an open house or luncheon with heart-healthy foods and tips.

#### **Get Social**



- Post on social media using #WearRedAndGive throughout February.
- Share how cardiovascular diseases or stroke have impacted your life and ask others to do the same.
- Post a picture of yourself wearing red and encourage others to do the same.
- Turn your Facebook profile red and encourage friends and family to do the same.
- Share the link to your fundraising page on Facebook and Twitter.
- Plan a fun group photo wearing red and share on social media to raise awareness.









#### Questions?

You'll find the answers on our website at WearRedDay.org.