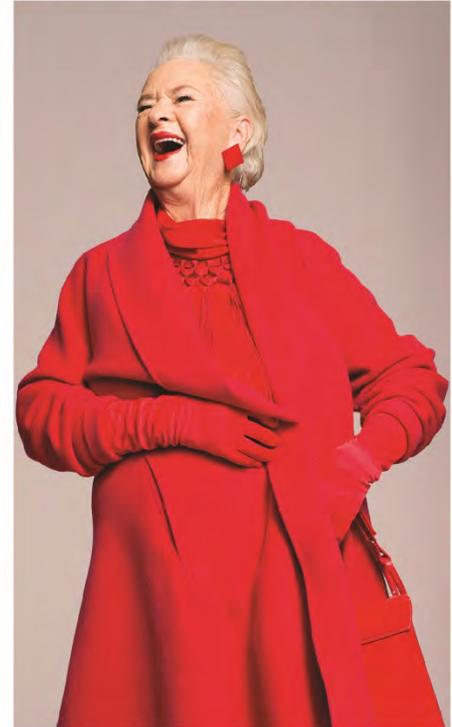


LIVE FIERCE™ Go Red.



FEBRUARY 2021

One is Too Many

1 in 3 women are dying from cardiovascular disease. Losing even one woman is not an option.

Spread the word. Save lives. Let's Go Red.



One is Too Many.

Cardiovascular disease is the No. 1 killer of women – and too many women, particularly our youngest most diverse women, remain unaware.

The price of cardiovascular disease is high and **1 in 3 women** will pay that price with their life.

When women come together, there is nothing we can't achieve. It's time to take action.

Losing even one woman is simply not an option.

Mark Your Calendar

February isn't just American Heart Month – it's our month! This year, February is full of ways for you to Go Red and help raise awareness for women's heart health.

National Wear Red Day

February 5, 2021

National Wear Red Day is the icon day of American Heart Month. On Feb. 5, wear red and help raise awareness of women's No. 1 killer – cardiovascular disease.

Go Red All Month

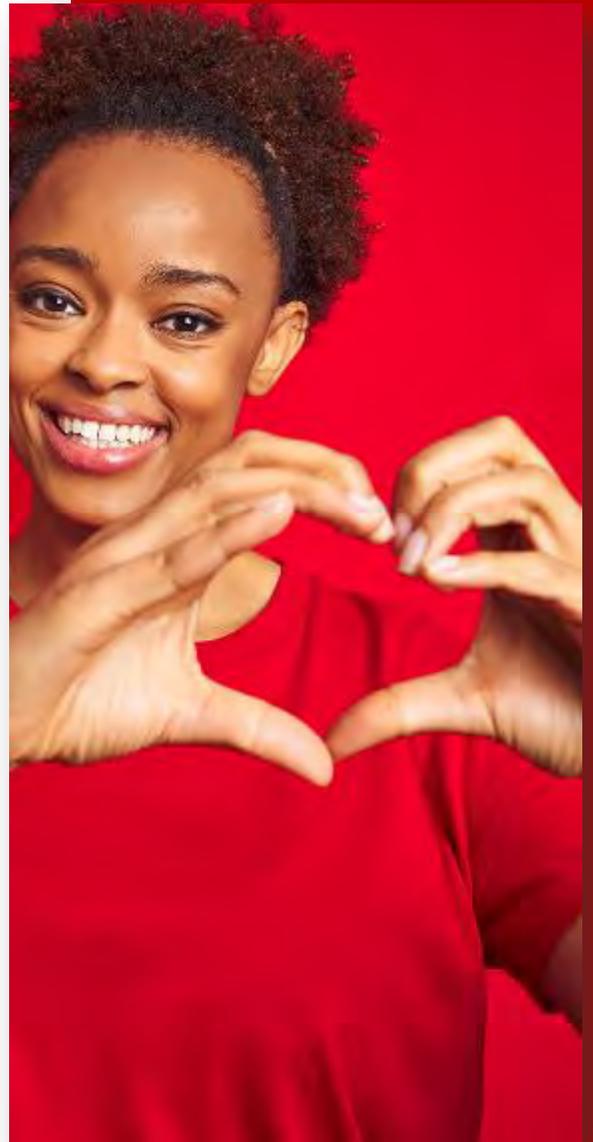
This February, Go Red for Women has fun ways for you to join in and Go Red all month long. Follow us on social media @GoRedforWomen to take part in exciting events, fun conversations and more. And don't forget to tag us!

Go Red When You Shop

CVS Health and Big Lots! stores are raising funds and awareness during Heart Month:

CVS Health: Jan. 31 – March 6, 2021

Big Lots!: Feb. 1 – 14, 2021





Save Lives: Wear Red and Give

Making an impact doesn't just feel good, it's fun! Here's how you can help in 3 easy steps:

1. Wear Red
2. Spread the Word – One is Too Many
3. Open Your Heart

STEP 1. Wear Red

If we can turn the world red, we can change the future.

Choose the iconic Red Dress pin, mask, hat, tie, scarf, or even socks.

Style yourself red and share a photo on social to make a bold statement for a great cause.

To get your Red Dress pin or other Go Red gear, visit [ShopHeart.org](https://www.shopheart.org) today or download Wear Red Day graphics at [WearRedDay.org](https://www.wearredday.org)!

STEP 2. Spread the Word – One is Too Many

Help raise awareness that cardiovascular disease is the No. 1 killer of women and encourage everyone to wear red and give.

Get Your Squad

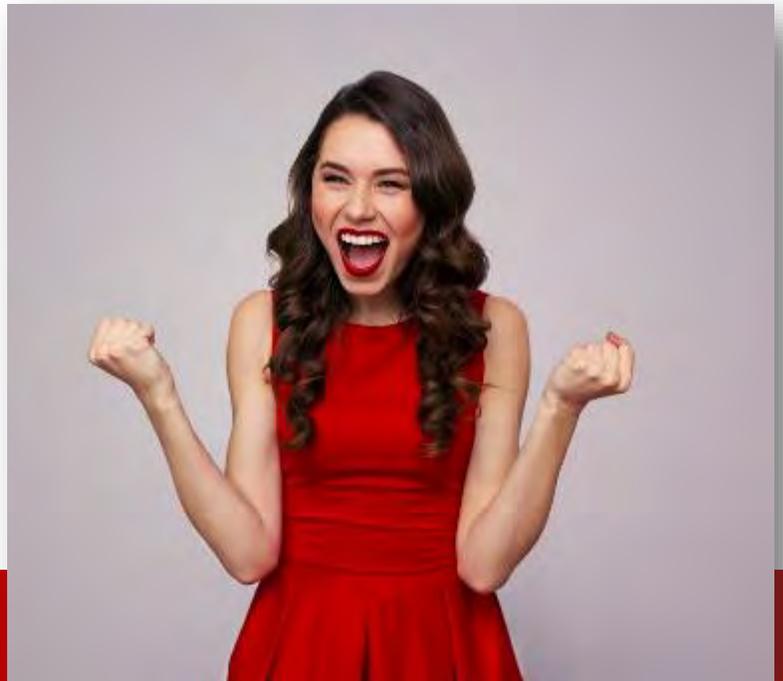
Chances are we all know someone affected by heart disease and stroke because cardiovascular disease claims the lives of 1 in 3 women - that's about one woman every 80 seconds.

Together, we can change this because there is nothing women united with purpose cannot achieve.

Bring together (virtually):

- Friends
- Family
- Co-workers
- Neighbors
- Friends from school, your place of worship, social clubs and
- Members of your community.

There are lots of ways to be a part of Wear Red Day and American Heart Month, so encourage each person to join in and **Go Red!**



STEP 3. Open Your Heart

Contribute to the American Heart Association's mission to help build longer, healthier lives, free of cardiovascular diseases. Every dollar makes a difference in the fight against heart disease and stroke.

Download Resources at [WearRedDay.org](https://www.wearred.org).

Pick out your favorite resources to help spread the word - there are posters, social banners, digital backgrounds and more you can easily download and use.

Create your own donation page on [WearRedDay.org](https://www.wearred.org).

It's as simple as Join, Personalize and Fundraise!

- **JOIN**

Start by going to [WearRedDay.org](https://www.wearred.org) and select "Start Your Own Fundraiser", then "Join".

- If your company or community group has already set up a team, choose "Join a Team" and search for your team.
- If not, create your own!

Register by creating an account, logging in with an existing account or use your Facebook profile.

- **PERSONALIZE**

Add a fun photo, video and your personal story. You can make updates at any time.

- **FUNDRAISE**

That's it! With a couple of clicks you'll have a fundraising page set up and be ready to #WearRedDay!

Live Fierce

Tips to raise more:

- Share your personal connection to the mission. Your friends and family want to hear your story and why you're passionate about fighting women's No. 1 killer. Plus, you could save a life by raising awareness.
- Share your fundraising page link on your social media accounts. Ask your friends to share the link for a ripple effect.
- Create some friendly competition. Challenge your friends to see who can raise more during February.
- Double your impact. People are more likely to give when their donation is being matched. Ask a friend or your company to match the amount you raise, doubling the impact of every dollar.
- Don't be afraid to ask! You'll never know until you ask, so don't be afraid to ask someone to join in and save lives.

And most importantly...

- Have fun!



Fun Ways to Engage (Virtually)

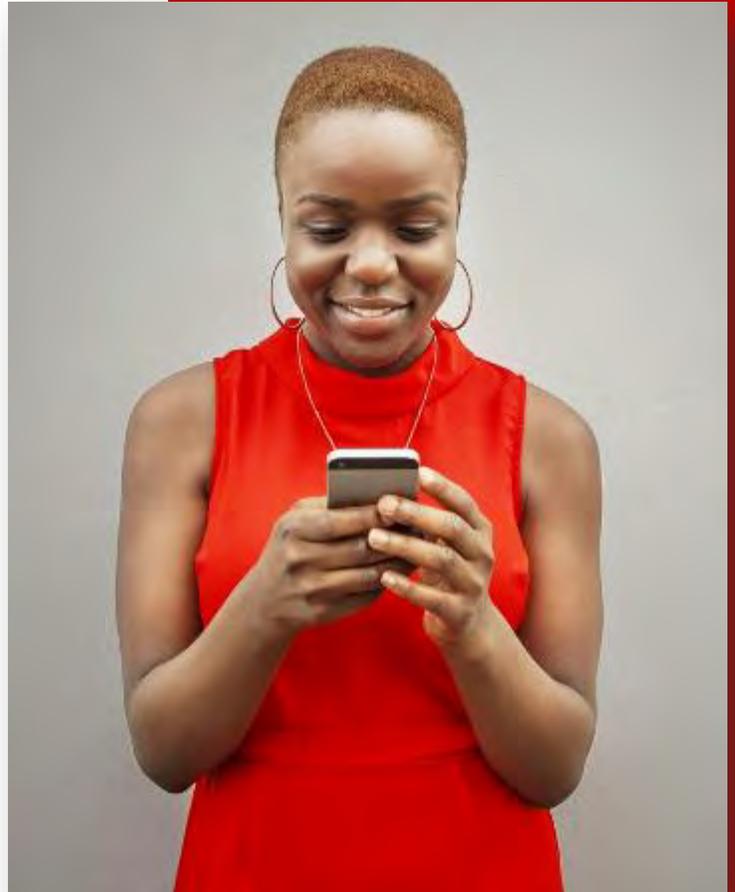
Looking for some fun ways for your group to Go Red together?

- Invite a group to hear a guest speaker (such as a cardiologist, nurse or heart disease survivor) during a digital lunch or happy hour
- Host a heart-healthy cooking demo
- Lead a digital workout or steps competition
- Hold a contest for the most creative red outfit on National Wear Red Day
- Decorate your digital "office" in red
- Design a team red shirt or mask

Get Social

Tips to turn your social networks red:

- Follow the American Heart Association (@American_Heart) and Go Red for Women (@GoRedforWomen) on Instagram, Facebook, and Twitter.
- Share content from the American Heart Association and Go Red for Women on your social networks throughout February to help us reach more women.
- Share a photo of yourself on National Wear Red Day (Friday, Feb. 5, 2021) and how cardiovascular disease has impacted your life.
- Tag your friends, asking them to Go Red, too.
- Share the link to your fundraising page on Facebook and Twitter.
- Engage your company's social media team and ask if they can create or share #WearRedDay posts for an even bigger audience.



#Don't Forget:

- Follow and tag @GoRedforWomen and @AmericanHeart Association
- Use these hashtags when you post:
 - #WearRedDay
 - #WearRedandGive
 - #GoRedforWomen



Questions?

We've got the answers at [WearRedDay.org](https://www.wearred.org).

Stay Connected All Year

For the latest news, tips and resources, join the Go Red for Women Movement at [GoRedforWomen.org/Join](https://www.goredforwomen.org/join) and follow @GoRedforWomen on social media.