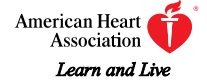


go red health alliance



nationally sponsored by



Dear _____,

Every year heart disease claims the lives of close to half a million women in our country. In fact, it's the No. 1 killer of American women. The American Heart Association's Go Red For Women movement encourages women to take action to reduce those numbers.

Go Red For Women is a national movement to increase awareness of heart disease in women. It is a free campaign that empowers women to take charge of their lives and control their risk factors for heart disease by making lifestyle changes. I encourage you to join this mission to make women in your community aware of their risks and what they can do to reduce them.

February is American Heart Month. In previous years, women have worn red clothing or a Red Dress pin to show their support of this movement. This year I ask you to take personal action to support this movement and its cause by promoting Go Red For Women with your Health Alliance or organization. It's an opportunity to promote Go Red For Women to your employees, association members, clients and customers, and others in your community.

To further the Go Red For Women movement and to help you get the most from your Go Red promotion, we're offering materials and suggestions with our Go Red Health Alliance promotion. This promotion will:

1. Encourage members and participants to Wear Red on the designated day.
2. Offer ideas for heart healthy discussions and educational activities.
3. Show women how to register for and get involved in the Go Red For Women movement.
4. Encourage women to take the Go Red Heart CheckUp, our online risk assessment tool at goredforwomen.org.
5. Help individuals and families adopt healthier lifestyles.

For more information about the Go Red movement and more ideas to make your Go Red Health Alliance event a success, visit goredforwomen.org or call _____.

Your support of a Go Red Health Alliance promotion will make a difference for women and families in your community. We can save lives through heart-health education.

Sincerely,