



## Interoffice Email Copy Suggestions

### “Spread the Word” Email

Customize this e-mail text with event specifics to get the word out about Wear Red Day at your company.

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Subject line and headline: **Get Ready to Go Red For Women!**

Circle [DATE] in red on your calendars. That's the day our company will join the American Heart Association (AHA)'s fight against heart disease by holding **Wear Red Day**. We encourage everyone to participate by wearing **red to work** and donating \$5 to help the AHA raise women's awareness of cardiovascular disease and empower women to reduce their risk. Your participation will also entitle you to **wear jeans** to work on **Wear Red Day!**

We are proud to be joining the AHA and concerned companies and organizations across America in the fight against the #1 killer of women – as well as of men. **Wear Red Day** is a chance for us to arm ourselves with knowledge about this devastating disease and to raise funds that will help the AHA advance its research and education efforts. Learn more about the national cause to increase awareness and help women reduce their risk of heart disease at **GoRedForWomen.org**.

We'll be announcing more details as we get closer to **Wear Red Day**. If you have any questions or would like to volunteer to help with sign-up or special events, please respond to this e-mail or call me [or NAME OF HR CONTACT PERSON] at [NUMBER]. Thank you in advance for supporting this lifesaving program!

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**Ready to donate now? Use your cell phone and text RED to 90999 to donate \$5 to help Go Red For Women in the fight against women and heart disease.**

## E-mails to promote **Wear Red Day** among your staff.

Use the following text for five e-mails you can send to employees to increase awareness about preventing heart disease and to inspire them to take action on your company's upcoming **Wear Red Day**. Cut and paste the text to send out one e-mail a day in the week leading up to **Wear Red Day** and support the message that *by loving your own heart, you can save it*. Just fill in the date and the "for more information" contact in each e-mail before sending.

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Suggested subject line: **Today's Love Your Heart Tip**

### EMAIL #1:

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**Our Hearts. Our Choice.**

**A heart-saving story about women and heart disease—straight from a survivor.**

Brought to you by **Go Red for Women**

**Today's message is from Theresa, a wife and mother of two who was 38 years old when she had a heart attack.** She found out that her family history was partly to blame. Theresa's brother had a heart attack at 47; her father died of one and all of his siblings died of heart disease before age 60.

*"I was a child when they died. And so many years had passed that I didn't realize that I had a risk factor. My family history of heart disease increased my own risk. If you have a blood relative who has heart disease, you're at increased risk of heart attack and stroke. Learn about the risk factors for heart disease and which ones affect you."*

- Work with your family members to create a family medical tree, including relatives who live or have lived with diabetes, cardiovascular disease, and other associated conditions.
- Talk with your doctor about what this means for you and others in your family.
- Develop a prevention plan to manage your risk factors.

**Make Go Red For Women last a lifetime.** Sign up at **GoRedForWomen.org** and stay up to date on the latest heart health information so you can love your heart and make heart healthy choices all year round.

**Please share this lifesaving message with at least one other woman today.**

**Join us as we support heart disease research and prevention efforts on **WEAR RED DAY**** [INSERT DATE]. For more information: [INSERT CONTACT]

**Ready to donate now? Use your cell phone and text **RED** to 90999 to donate \$5 to help Go Red For Women in the fight against women and heart disease.**

## EMAIL #2

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### Our Hearts. Our Choice.

#### **A heart-saving story about women and heart disease—straight from a survivor.**

*Brought to you by Go Red for Women*

**Today's message is from Patricia who learned at the age of 44 that two of the three major arteries in her heart were more than 90 percent blocked.**

*If anybody seemed to be at low risk for heart disease, it was me. In addition to my job in human resources, I taught aerobics classes and played golf for fun. One chilly winter morning nine years ago, I caught my breath and thought I had inhaled too much cold air. Two days later, at the gym, I felt a nagging, burning sensation in my chest. It just seemed like I couldn't do anything. I called my doctor, who suggested we meet in the ER. Tests revealed that my left coronary artery was 85 percent blocked. I had no family history of heart disease.*

*If you're physically inactive, you're much more likely to develop cardiovascular disease. My active lifestyle didn't keep me from getting heart disease, but I believe it's played a big part in helping me regain my health. Even if you don't love exercise as much as I do, you can still love your heart by getting active:*

- Enjoy some alone time by taking a short walk before breakfast, after dinner, or both.
- Put down your car keys and walk or bike to the corner store.
- Pace while talking on the telephone and stand while writing e-mails.
- Take the dog for a walk or run – you'll both benefit!

**Make Go Red For Women last a lifetime.** Sign up at [GoRedForWomen.org](http://GoRedForWomen.org) and stay up to date on the latest heart health information so you can love your heart and make heart healthy choices all year round.

**Please share this lifesaving message with at least one other woman today.**

**Gets your heart pumping! Join us as we support heart disease research and prevention efforts on **WEAR RED DAY** [INSERT DATE]. For more information: [INSERT CONTACT]**

**Ready to donate now? Use your cell phone and text **RED** to 90999 to donate \$5 to help Go Red For Women in the fight against women and heart disease.**

## EMAIL #3

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### **Our Hearts. Our Choice.**

**A heart-saving story about women and heart disease—straight from a survivor.**

*Brought to you by Go Red for Women*

**Today's message is from Debbie, who lost her mother to heart disease.**

*"After watching my father, mother and friends battle heart disease, I'm determined to reduce my risk," Debbie said. "I was able to save my dad from a heart attack. I was able to save my friend from a heart attack. But I feel like I lost a piece of my heart when I wasn't able to save my mom," Debbie said.*

If you or someone close to you experiences the symptoms of a heart attack — pain in the chest, back, neck, jaw or stomach, as well as shortness of breath and lightheadedness, nausea or breaking out in a cold sweat – don't waste a single second.

Call for the help that could save your heart and your life. Look for these symptoms:

- Chest discomfort that feels like uncomfortable pressure, squeezing, fullness or pain.
- Discomfort in other areas of the upper body, such as one or both arms, the back, neck, jaw or stomach.
- Shortness of breath, with or without chest discomfort.
- Breaking out in a cold sweat, nausea or lightheadedness.

**Make Go Red For Women last a lifetime.** Sign up at **GoRedForWomen.org** and stay up to date on the latest heart health information so you can love your heart and make heart healthy choices all year round.

**Please share this lifesaving message with at least one other woman today.**

**Take action to love your heart! Join us as we support heart disease research and prevention efforts on **WEAR RED DAY** [INSERT DATE].** For more information: [INSERT CONTACT]

**Ready to donate now? Use your cell phone and text **RED** to 90999 to donate \$5 to help Go Red For Women in the fight against women and heart disease.**

## EMAIL #4

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### Our Hearts. Our Choice.

#### **A heart-saving story about women and heart disease—straight from a survivor.**

*Brought to you by Go Red for Women*

#### **Today's message is from Stephanie, who had a heart attack at 24 after being diagnosed with diabetes at the age of 16.**

*At 16, Stephanie, who was overweight, had been diagnosed with diabetes, high cholesterol and high blood pressure. Stephanie said these things were mentioned casually by her physician, but she didn't know they were a big deal. "Because I wasn't well educated about those conditions, they went unmanaged for a long time."*

*As a college undergraduate I ate a typical fast-food diet, I rarely cooked my own food and often ate out. After my heart attack that all changed. I've lost 70 pounds and significantly reduced my blood pressure and cholesterol. I work out five to six times a week and my experience has pushed me to eat healthy. My diet is heavy on protein, fiber and produce, and I'm big on reading labels. I've learned that you can love your heart by paying attention to what you put in your mouth.*

Changing the way you eat and prepare food can reduce your risk!

- Not all fats are created equal! Use only fats and oils with two grams (or less) of saturated fat per tablespoon.
- Some heart smart choices are liquid and tub margarines and canola, corn, safflower, soy bean, and olive oil. Look for ones that say "trans fat free" on the label.
- Break free of frying. Boil, bake, sauté, steam, microwave, grill, broil, roast, or poach your entree to cut the fat and keep the flavor.
- When eating prepared food, pay close attention to labels. Hydrogenated oils and fats are often hidden in the ingredient list.
- For recipes that let you love your heart and enjoy your meals, visit the American Heart Association's online cookbook at [www.deliciousdecisions.org](http://www.deliciousdecisions.org).

**Make Go Red For Women last a lifetime.** Sign up at **GoRedForWomen.org** and stay up to date on the latest heart health information so you can love your heart and make heart healthy choices all year round.

**Please share this lifesaving message with at least one other woman today.**

**Love your heart with the choices you make every day! Join us as we support heart disease research and prevention efforts on **WEAR RED DAY** [INSERT DATE].** For more information: [INSERT CONTACT]

**Ready to donate now? Use your cell phone and text **RED** to 90999 to donate \$5 to help Go Red For Women in the fight against women and heart disease.**

## EMAIL #5

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### **Our Hearts. Our Choice.**

#### **A heart-saving story about women and heart disease—straight from a survivor.**

*Brought to you by Go Red for Women*

#### **Today's message is from Michelle, whose journey to diagnosis and successful treatment for heart disease began at 32.**

*Eleven years ago, complete exhaustion sent me to the doctor who told me that with three small children, no wonder I was fatigued.*

*But at a friend's urging I went to see a different doctor. The tests showed I had cardiomyopathy, a serious disease in which the heart muscle becomes inflamed and doesn't work as well as it should. I had surgery to implant an internal cardiac defibrillator (ICD), which will deliver an electrical shock if my heart goes into a dangerous rhythm.*

*Michelle's advice:*

- Listen to your body and trust what it tells you.
- Know your risk factors for heart disease — and make sure your doctors know them, too.
- Be your own best health care advocate. Take advantage of all available resources to get the help you need.
- If you have fears or questions or you're not feeling well, get it checked out.

**Make Go Red For Women last a lifetime.** Sign up at **GoRedForWomen.org** and stay up to date on the latest heart health information so you can love your heart and make heart healthy choices all year round.

**Please share this lifesaving message with at least one other woman today.**

**Love your heart enough to fight for it! Join us as we support heart disease research and prevention efforts on **WEAR RED DAY** [INSERT DATE]. For more information: [INSERT CONTACT]**

**Ready to donate now? Use your cell phone and text **RED** to 90999 to donate \$5 to help Go Red For Women in the fight against women and heart disease.**