



Making an Impact

18 years of Go Red for Women

Go Red for Women® is the American Heart Association's signature initiative to raise awareness that heart disease is women's greatest health threat and to empower them to take action to lower their risk.

Since 2004, Go Red for Women has had a profound impact on women's health and continues to be a champion for women. To remove barriers to good heart health and well-being, Go Red for Women:

Raises awareness among women.

Empowers women to take charge of their health.

Engages more women in research and STEM.

Addresses inequities in access and quality of care.

As the trusted, passionate, and relevant force to eradicate heart disease and stroke in women, Go Red for Women remains steadfast and committed to meeting the comprehensive health needs of women — at every life stage.

It's not just about wearing red. It's not just about sharing heart-health facts. It's about all women standing together with Go Red for Women — because 1 in 3 women die from heart disease, and losing even one woman is too many.













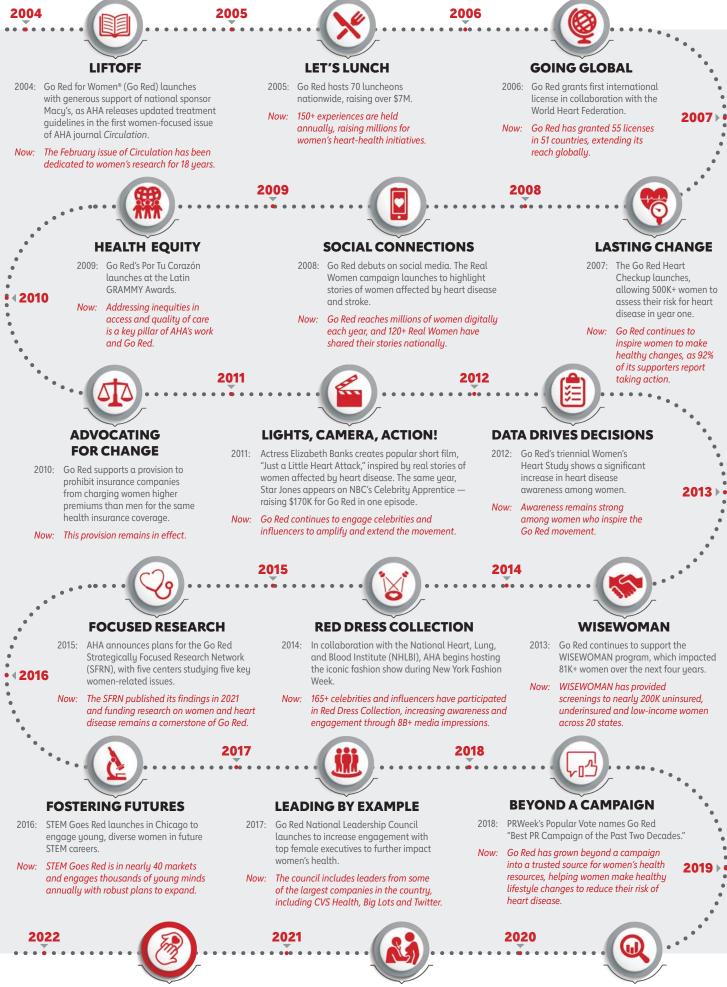








18 Years of Go Red for Women



CHANGEMAKERS MAKING AN IMPACT

2021: Woman of Impact and Teen of Impact launch, empowering women to make a meaningful impact in their community and beyond.

Now: Nearly 450 nominees have made a significant impact by raising \$2.1M+ in the first year.

SAVING NEW MOMS

020: AHA publishes a scientific statement on the connection between heart disease and pregnancy, furthering Go Red's focus on maternal health.

Now: Go Red launched a maternal health website section, a maternal health channel of AHA's Support Network, and research around fertility and pregnancy through Research Goes Red.

RESEARCH GOES RED

2019: Research Goes Red (RGR) launches in collaboration with the Institute for Precision Medicine, building the most highly engaged women's health registry and research marketplace.

low: RGR has launched the first two funded studies focused on weight gain surrounding menopause and on engaging diverse millennial women in research.