



Making an Impact



Go Red for Women® (Go Red) is the American Heart Association's global initiative to end heart disease and stroke in women. Launched in 2004 to close the gap in awareness, Go Red quickly expanded into a worldwide movement dedicated to removing the barriers women face to achieving good health and well-being.

Go Red strives to inspire and empower women to take charge of their health with an emphasis on improving diet, increasing physical activity and managing blood pressure. In addition, Go Red is dedicated to closing gender gaps in research and STEM careers while improving access to care, advocating for change through public policy and much more.

Go Red will continue to create powerful collaborations that accelerate community-based solutions to not only ensure all women are aware that cardiovascular disease is the leading cause of death in women, but also provide all women with the tools and resources needed to treat, beat and prevent heart disease and stroke.

It's no longer just about wearing red. It's no longer just about sharing heart-health facts. It's about all women standing together with Go Red to change the world.

Together, there is nothing women can't achieve.





raised to support research, education, advocacy, prevention and awareness programs

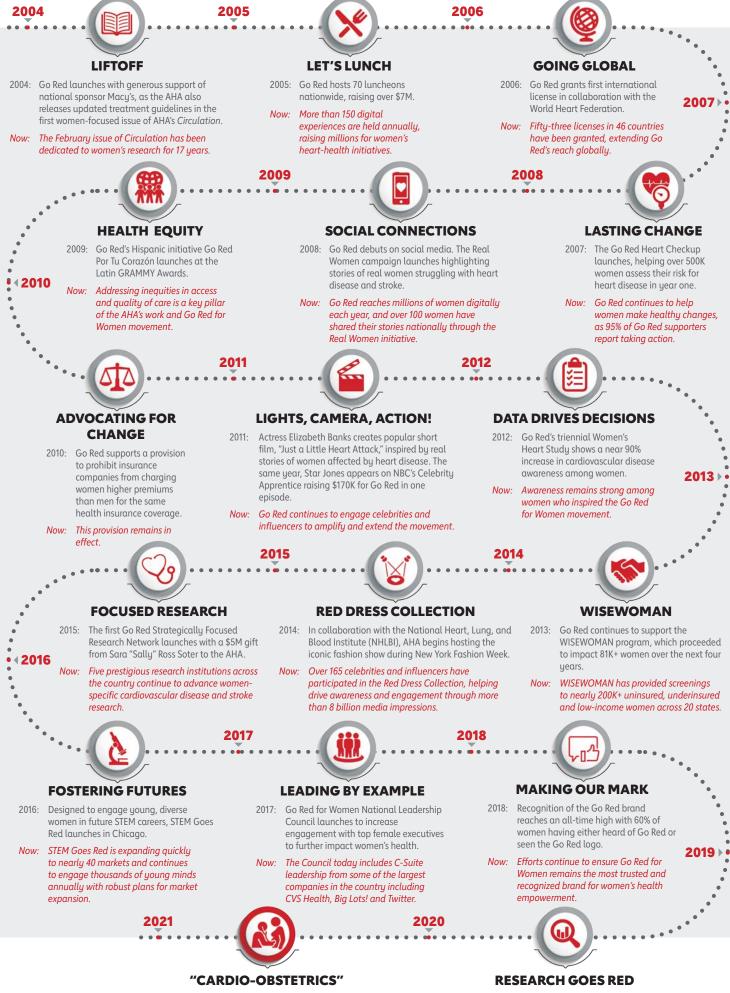


media impressions generated through the iconic Red Dress Collection® fashion show in New York City



women who interact with Go Red through digital platforms annually

17 Years of Go Red for Women



2020: The American Heart Association issued a scientific statement on the connection between cardiovascular disease and maternal health reiterating the need for a new field of "cardio-obstetrics" where high-risk pregnancies would be managed by a team that includes cardiology, maternal-fetal medicine, obstetrics, anesthesiology and nursing.

Now: Cardiovascular disease is the leading cause of maternal mortality. Go Red for Women is committed to raising awareness, funding research and addressing the greatest health threat for pregnant women and new moms.

2019: Research Goes Red, an initiative to build the most highly engaged women's health registry and research marketplace, launches in collaboration with the Institute for Precision Medicine.

ow: In 2020, Research Goes Red launched the first two funded studies focused on weight gain surrounding menopause and on engaging diverse millennial women in research.