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.
The February issue of Circulation has been dedicated to women’s research for 18 years.}

*2004: Go Red for Women*® (Go Red) launches with generous support of national sponsor Macy’s, as AHA releases updated treatment guidelines in the first women-focused issue of AHA journal Circulation.

*2005: Go Red hosts 70 luncheons nationwide, raising over $7M.*

*2006: Go Red grants first international license in collaboration with the World Heart Federation.*

*2007: The Go Red Heart Checkup launches, allowing 500K+ women to assess their risk for heart disease in year one.*

*2008: Go Red debuts on social media. The Real Women campaign launches to highlight stories of women affected by heart disease and stroke.*

*2009: Go Red reaches millions of women digitally.*

*2010: Go Red supports a provision to prohibit insurance companies from charging women higher premiums than men for the same health insurance coverage.*

*2011: Addressing inequities in access and quality of care is a key pillar of ANA’s work and Go Red.*


*2013: Go Red continues to support the WISEWOMAN program, which impacted 81K+ women over the next four years.*

*2014: In collaboration with the National Heart, Lung, and Blood Institute (NHLBI), AHA begins hosting the iconic fashion show during New York Fashion Week.*

*2015: AHA announces plans for the Go Red Strategically Focused Research Network (SFRN), with five centers studying five key women-related issues.*

*2016: The SFRN published its findings in 2021 and funding research on women and heart disease remains a cornerstone of Go Red.*

*2017: Go Red National Leadership Council launches to increase engagement with top female executives to further impact women’s health.*

*2018: The council includes leaders from some of the largest companies in the country, including CVS Health, Big Lots and Twitter.*

*2019: PRWeek’s Popular Vote names Go Red “Best PR Campaign of the Past Two Decades.”* Go Red has grown beyond a campaign into a trusted source for women’s health resources, helping women make healthy lifestyle changes to reduce their risk of heart disease.

*2020: AHA publishes a scientific statement on the connection between heart disease and pregnancy, furthering Go Red’s focus on maternal health.*

*2021: 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.*

*2022: Woman of Impact and Teen of Impact launch, empowering women to make a meaningful impact in their community and beyond.*

*2005: 150+ experiences are held nationwide, raising over $1.4M.*

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