Cardiovascular disease is the No. 1 killer of women – and too many women, particularly our youngest most diverse women, remain unaware. So, it’s time to call it.

We’re calling a Code Red; underscoring the urgent need to help all women ensure a healthy, positive significant future for themselves and those they care for.
Live Fierce. Go Red.

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This is a Code Red for women to live fierce and be relentless in the fight against their No. 1 killer. This is a rallying cry for every woman to take a stand, prioritize their health and drive change.

Why? Because losing an entire generation to cardiovascular disease because they weren’t aware simply is not an option.
Mark Your Calendar

February isn’t just American Heart Month – it’s our month! This year, February is full of ways for you to Go Red and take a stand for women’s health.

National Wear Red Day
February 5, 2021

National Wear Red Day is the icon day of American Heart Month. On Feb. 5, wear red and raise awareness of women’s No. 1 killer – cardiovascular disease.

Red Dress Collection
February 11, 2021 | 8 p.m. Eastern

The Red Dress Collection will be a live digital experience full of fun and excitement that you won’t want to miss. Join us for performances from star musicians, celebrities modeling incredible red designs and more.

Go Red When You Shop

CVS Health and Big Lots! stores are raising funds and awareness during Heart Month:

CVS Health: Feb. 1 – 28, 2021
Big Lots!: Feb. 1 – 14, 2021
Save Lives: Wear Red and Give

Making an impact doesn’t just feel good, it’s fun! Here’s how you can help in 3 easy steps:

1. Wear Red
2. Join Us in Calling a Code Red
3. Open Your Heart

STEP 1. Wear Red

If we can turn the world red, we can change the future.

Choose the iconic Red Dress pin, mask, hat, tie, scarf, or even socks.

Style yourself red and share a photo on social to make a bold statement for a great cause.

To get your Red Dress pin or other Go Red gear, visit ShopHeart.org today or download Wear Red Day graphics at WearRedDay.org!
STEP 2. Join Us in Calling a Code Red

Help raise awareness that cardiovascular disease is the No. 1 killer of women and encourage everyone to wear red and give.

Get Your Squad

Chances are we all know someone affected by heart disease and stroke because cardiovascular disease claims the lives of 1 in 3 women – that's about one woman every 80 seconds.

Together, we can change this because there is nothing women united with purpose cannot achieve.

Bring together (virtually):

- Friends
- Family
- Co-workers
- Neighbors
- Friends from school, your place of worship, social clubs and
- Members of your community.

There are lots of ways to be a part of Wear Red Day and American Heart Month, so encourage each person to join in and Go Red!
STEP 3. Open Your Heart

Contribute to the American Heart Association’s mission to help build longer, healthier lives, free of cardiovascular diseases. Every dollar makes a difference in the fight against heart disease and stroke.

Download Resources at WearRedDay.org.
Pick out your favorite resources to help spread the word - there are fliers, posters and more you can easily download and print.

Create your own donation page on WearRedDay.org.
It’s as simple as Join, Personalize and Fundraise!

- **JOIN**
  Start by going to WearRedDay.org and select “Start Your Own Fundraiser”, then “Join”.
  - If your company or community group has already set up a team, choose “Join a Team” and search for your team.
  - If not, create your own!

  *Register by creating an account, logging in with an existing account or use your Facebook profile.*

- **PERSONALIZE**
  Add a fun photo, video and your personal story. You can make updates at any time.

- **FUNDRAISE**
  That’s it! With a couple of clicks you’ll have a fundraising page set up and be ready to #WearRedDay!
Live Fierce

Tips to raise more:

- Share your personal connection to the mission. Your friends and family want to hear your story and why you’re passionate about fighting women’s No. 1 killer. Plus, you could save a life by raising awareness.

- Share your fundraising page link on your social media accounts. Ask your friends to share the link for a ripple effect.

- Create some friendly competition. Challenge your friends to see who can raise more during February.

- Double your impact. People are more likely to give when their donation is being matched. Ask a friend or your company to match the amount you raise, doubling the impact of every dollar.

- Don’t be afraid to ask! You’ll never know until you ask, so don’t be afraid to ask someone to join in and save lives.

And most importantly...

- Have fun!

Fun Ways to Engage (Virtually)

Looking for some fun ways for your group to Go Red together?

- Invite a group to hear a guest speaker (such as a cardiologist, nurse or heart disease survivor) during a digital lunch or happy hour

- Host a heart-healthy cooking demo

- Lead a digital workout or steps competition

- Hold a contest for the most creative red outfit on National Wear Red Day

- Decorate your digital “office” in red

- Design a team red shirt or mask
Get Social

Tips to turn your social networks red:

• Follow the American Heart Association (@American_Heart) and Go Red for Women (@GoRedforWomen) on Instagram, Facebook, and Twitter.

• Share content from the American Heart Association and Go Red for Women on your social networks throughout February to help us reach more women.

• Share a photo of yourself on National Wear Red Day (Friday, Feb. 5, 2021) and how cardiovascular disease has impacted your life.

• Tag your friends, asking them to Go Red, too.

• Share the link to your fundraising page on Facebook and Twitter.

• Engage your company’s social media team and ask if they can create or share #WearRedDay posts for an even bigger audience.

#Don’t Forget:

• Follow and tag @GoRedforWomen and @AmericanHeart Association

• Use these hashtags when you post:
  #WearRedDay
  #WearRedandGive
  #GoRedforWomen
Questions?
We’ve got the answers at WearRedDay.org.

Stay Connected All Year
For the latest news, tips and resources, join the Go Red for Women Movement at GoRedforWomen.org/Join and follow @GoRedforWomen on social media.