



American Heart Association.



2025

GO RED FOR WOMEN

***NATIONAL
WEAR RED DAY®
ACTIVATION GUIDE
FRIDAY, FEB. 7***



Who will you Go Red for?

GO RED THE FIRST FRIDAY IN FEBRUARY

Cardiovascular disease is the No. 1 killer of women. We wear RED to be seen, to be counted, to be heard, and to make an impact. Women at every age, stage and season of life need our support as we take on our greatest health threat – cardiovascular disease. On Friday, Feb. 7, National Wear Red Day®, let's GO RED together.

Women play many important roles in their world - family, community, workplace and beyond. This February, American Heart Month, the American Heart Association and Go Red for Women wants every woman, parent, friend, and co-worker to be armed with the knowledge, skill and confidence to be ready to save a life. This includes learning CPR because chances are, the life that needs to be saved will be the life of someone you know and love. Learn how at Heart.org/Nation.

Knowing CPR is one of many ways you can connect and support other women in February and beyond.

Find all the ways you can get connected at GoRedforWomen.org.



CONNECT TO A HEALTHIER YOU. Learn more about risks, prevention, healthy lifestyle, risk reduction and more.



CONNECT WITH YOUR COMMUNITY. Volunteer, attend an event, join a philanthropic group, or connect on social media.



CONNECT TO SUPPORT. Living with cardiovascular disease or caring for someone who is? Find support from women who have been there.



CONNECT TO RESEARCH. Participate in research and inspire the next generation of women leaders in STEM careers.



MAKE AN IMPACT. Help advance our mission and advocate for policies that support all women's health and well-being.

When we come together and Go Red, the more powerful we are against our greatest health threat. Because when women connect with each other, we can create a healthier, happier future for everyone.

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 GET SOCIAL! SPREAD THE WORD

3 OPEN YOUR HEART



STEP 1

WEAR RED FOR THE WOMEN YOU LOVE

Rock your red and encourage others to do the same for a great cause. Visit ShopHeart.org today to choose your favorite Go Red gear. From the iconic Red Dress pin to hats, ties, socks, scarves, or even CPR Anytime® kits, we've got you covered. Looking to Go Red digitally? Download our National Wear Red Day® graphics, including digital backgrounds and social banners, at WearRedDay.org.

MARK YOUR CALENDAR

National Wear Red Day®

Feb. 7, 2025, National Wear Red Day, is the icon day of American Heart Month. On the first Friday in February, join us as we wear red and help raise awareness of women's No. 1 killer – cardiovascular disease.

On National Wear Red Day, raise your voice, wear red and encourage others to do the same. As women, our greatest resource is each other. Together, we are stronger than cardiovascular disease.



Go Red When You Shop

CVS PHARMACIES: Feb. 3 to March 3, 2025 – CVS Health will offer their customers an opportunity to give at the register throughout the month. CVS Health also supports year-round research, education and access to care that improves cardiovascular health, including initiatives aimed at addressing the maternal heart health crisis and reducing hypertension rates.

STEP 2

GET SOCIAL! SPREAD THE WORD

Even though this year National Wear Red Day® is on Feb. 7, American Heart Month starts Feb. 1. There is no need to wait. Start rocking your red and raising awareness that cardiovascular disease is the No. 1 killer of women by posting on social media using the hashtags [#WearRedDay](#), [#WearRedandGive](#), and [#HeartMonth](#).

Get Your Squad

Chances are we all know a woman affected by heart disease and stroke.

Bring together the people in your life you care about to make going red even more meaningful. Go Red with:

- FRIENDS
- FAMILY
- CO-WORKERS
- NEIGHBORS
- FRIENDS FROM SCHOOL, YOUR PLACE OF WORSHIP, SOCIAL CLUBS
- MEMBERS OF YOUR COMMUNITY

There are lots of ways to be a part of National Wear Red Day so encourage each person to join in, donate, and Go Red!



STEP 3

WEAR RED AND GIVE

Contribute to the American Heart Association's mission to create a world of 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. You'll find posters, social media posts, digital backgrounds, and more you can easily download and use.

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 make an impact on [#WearRedDay!](https://twitter.com/WearRedDay)

See the next page of this guide for fundraising tips.



GO RED TO BE SEEN, TO BE COUNTED, TO BE HEARD, AND TO MAKE AN IMPACT

Every dollar raised is an investment to create longer, healthier lives for all women. Here are tips to maximize your fundraising efforts:

– 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 of red.

– 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. Visit [Heart.org/MatchingGifts](https://www.heart.org/MatchingGifts) to see if your company matches charitable donations.

– 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!**



Looking for More Ways to Go Red During American Heart Month? **GO RED AND GET SOCIAL**

Tips to turn your social networks red:

- FOLLOW AND TAG THE AMERICAN HEART ASSOCIATION AND GO RED FOR WOMEN



@AmericanHeart
@GoRedforWomen



@American_Heart
@GoRedforWomen



@American_Heart
@GoRedforWomen

- SHARE A PHOTO OF YOURSELF ON NATIONAL WEAR RED DAY® (Friday, Feb. 7, 2025) and a message about how cardiovascular disease has impacted your life.
- SHARE CONTENT FROM THE AMERICAN HEART ASSOCIATION AND GO RED FOR WOMEN on your social networks throughout February to help us reach and inform more women.
- TAG YOUR FRIENDS, ASKING THEM TO GO RED, TOO. We are stronger together.
- SHARE THE LINK TO YOUR FUNDRAISING PAGE ON SOCIAL MEDIA. Maximize your impact. People want to support you and what you care about.
- ENGAGE YOUR COMPANY'S SOCIAL MEDIA TEAM and ask if they can share #WearRedDay posts for an even bigger audience.



ROCK YOUR RED

On National Wear Red Day®, there are even more ways to Go Red at work or at home. Here are some fun ideas to get you started:

- **WEAR RED!** Encourage all employees to put on their favorite red outfits on National Wear Red Day. It's a fun, easy way for everyone to get involved. Bonus points for having a contest for the best red look.
- **DOWNLOAD THE OFFICIAL VIRTUAL BACKGROUNDS.** Visit WearRedDay.org to download a digital background for your online meetings. It's a great (and easy) way to show your Go Red pride and help spread awareness.
- **SHOW YOUR CITY YOU GO RED BY MAKING YOUR BUILDING RED.** Use red lightbulbs, filters, décor or download posters and other great resources from WearRedDay.org to turn your office red inside and out.
- **DECORATE YOUR DESK CHALLENGE.** Encourage your employees to get creative and decorate their desk (at the office or at home) for National Wear Red Day.
- **INVITE FAMILIES TO JOIN THE FUN.** Encourage employees to share photos of friends, family members and pets as they Go Red. It's a fun way to bring everyone together for a good cause.
- **SHARE YOUR PICS ON SOCIAL.** Don't forget to use [#WearRedDay](https://twitter.com/WearRedDay), [#WearRedandGive](https://twitter.com/WearRedandGive) and [#HeartMonth](https://twitter.com/HeartMonth). And tag [@GoRedforWomen](https://twitter.com/GoRedforWomen) – we'd love to see how you Go Red!

Rally your colleagues, friends or family members and Go Red together. Here are some fun tips to be a lifesaver during the workday:

- **LEARN HANDS-ONLY CPR AS A GROUP.** More than 70 percent of cardiac arrests that happen outside of the hospital happen in homes. If you are called on to perform CPR chances are it will be on someone you love. Learn the two simple steps to save a life through Hands-Only CPR at Heart.org/HandsOnlyCPR.

STEP 1: Call 9-1-1

STEP 2: Push hard and fast at the center of the chest

- **GET UP AND MOVE THROUGHOUT THE DAY.** Do a walking meeting, take a family walk, or host a workout class. Moving more will help reduce stress and is a great way to bond.
- **HOLD A HEALTHY EATING CHALLENGE.** Challenge your office or family to commit to healthy eating during Heart Month. Or host an office healthy cooking demonstration during lunchtime to inspire people to make healthy choices and show how nutritious eating can be feel-good and fun.
- **JOIN RESEARCH GOES RED.** We're creating the world's most engaged and largest women's health research platform designed to put women directly in the driver's seat to accelerate our understanding of how cardiovascular disease uniquely impacts them. Learn more and join at GoRedforWomen.org/Research.



KEEP GOING RED IN FEBRUARY & BEYOND

Can't celebrate on National Wear Red Day®? Don't worry, February is American Heart Month, which means you can celebrate all month long. But remember, supporting women's health isn't just important on a certain day or month. We need to raise our voices about cardiovascular disease being a woman's greatest health threat all year long. Go Red in February and then find ways to support your health and well-being every day, in ways that work for you.

QUESTIONS?

We've got the answers
at [WearRedDay.org](https://www.WearRedDay.org).

STAY CONNECTED ALL YEAR.

For the latest news, tips and resources, join the Go Red
for Women movement at [GoRedforWomen.org/Join](https://www.GoRedforWomen.org/Join)
and follow [@GoRedforWomen](https://www.GoRedforWomen.org) on social media.



American Heart Association.



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