



American  
Heart  
Association.

American Heart Association.



# Go Red for Women®

National Wear Red Day®  
Activation Guide 2026

WHO WILL YOU  
GO RED FOR?



# Go Red for Women the First Friday in February

Cardiovascular disease is the No. 1 killer of women – but together, we can change the future of women’s heart health. On National Wear Red Day®, we wear RED because every heart tells a story, and women at every age, stage, and season of life deserve to be celebrated and supported as we take on our greatest health threat.

This American Heart Month, Go Red for Women is reminding everyone that they are often the first responder in a cardiac emergency. Women are less likely to receive CPR from a bystander. Anyone can be the difference before professional help arrives and this starts with [knowing CPR](#). CPR is a civic duty. You don’t need medical training to learn CPR; you need knowledge, courage, and the willingness to act. Heroism is not limited to uniforms, it’s everyday people stepping up for others.

Find other ways you can get learn to save a life and get connected at [GoRedforWomen.org](https://GoRedforWomen.org).



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



**CONNECT WITH YOUR COMMUNITY.** Volunteer, attend an event, join a philanthropic group, or connect with Go Red for Women on social media.



**CONNECT TO SUPPORT.** Living with cardiovascular disease or caring for someone who does? 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, our collective strength becomes unstoppable. Together, we can rewrite the story of women’s heart health – creating a stronger, healthier future for everyone.



# Mark Your Calendar

## NATIONAL WEAR RED DAY®

February 6, 2026, 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. Women everywhere deserve to be seen, heard, and celebrated. Cardiovascular disease doesn't define us, and that's why we're standing together. We have the power to change the future of women's heart health.

## Share Your Heart: 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 TO SPARK THE CONVERSATION**

**2**

**GET SOCIAL, SPREAD THE RED**

**3**

**GIVE TO PROTECT EVERY WOMAN'S HEART**







## STEP 1

# Shop with Heart

Wear RED and encourage others to do the same for a great cause. Visit [ShopHeart.org](https://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.

Go Red for Women is nationally sponsored by



Go Red for Women National Sponsor CVS Health will offer their customers an opportunity to give at the register throughout the month of February. 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 RED

Even though this year National Wear Red Day® is on February 6, American Heart Month starts February 1 – and there's no need to wait. Start wearing RED and raising awareness about the No. 1 killer of women – cardiovascular disease. Join the movement 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 or stroke.

We wear RED together to be seen, to be counted, to be heard, and to make an impact. 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

## Give to Protect Every Woman's Heart

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](https://www.wearredday.org).

Pick out your favorite resources to help spread the word. You'll find posters, social media posts, print ads, and more you can easily download and use.

### CREATE YOUR OWN DONATION PAGE

It's as simple as join, personalize, and fundraise: [WearRedDay.org](https://www.wearredday.org).

#### JOIN

Start by going to [WearRedDay.org](https://www.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 using 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!**

*See the next page of this guide for fundraising tips.*



# Every heart tells a story. Wear RED to rewrite the future of women's heart health.

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 [www.Heart.org/MatchingGifts](http://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?**

# Get Social and Share Your RED

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, February 6, 2025) and a message about how cardiovascular disease has impacted you or someone you know.

**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.**

**ENGAGE YOUR COMPANY'S SOCIAL MEDIA TEAM**

and ask if they can create or share #WearRedDay posts for an even bigger audience.





# Wear 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 February 6 for 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.
- **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](https://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](#), [#WearRedandGive](#) and [#HeartMonth](#). And tag [@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](https://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 a cooking demonstration and learn about healthy meals that make lunch your favorite feel-good meal. Find ideas at [recipes.heart.org](https://recipes.heart.org)
- **SHARE HOW YOUR TEAM OR FAMILY ARE GOING RED.** Ask your colleagues, family and friends to each share how they are supporting their cardiovascular health this Heart Month. Each day or week, highlight one person's story, encouraging them to keep going and celebrating the wins.



# 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](https://www.GoRedforWomen.org) and follow [@GoRedforWomen](https://www.GoRedforWomen.org) on social media.



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