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.
The February issue of Circulation has been dedicated to women's research for 17 years. This provision remains in effect.

Go Red continues to engage celebrities and influencers to amplify and extend the movement.

Go Red continues to support the WISEWOMAN program, which proceeded to impact 81K+ women over the next four years.

Go Red for Women National Leadership Council launches to increase engagement with top female executives to further impact women's health.

Recognition of the Go Red brand reaches an all-time high with 60% of women having either heard of Go Red or seen the Go Red logo.

Fifty-three licenses in 46 countries have been granted, extending Go Red’s reach globally.

Go Red for Women is committed to raising awareness, funding research and addressing the greatest health threat for pregnant women and new moms.

The AHA also releases updated treatment guidelines in the first women-focused issue of AHA's Circulation.

81K+ screenings have been granted, extending Go Red’s reach globally.

First women-focused issue of AHA's Circulation is launched with generous support of national sponsor Macy's, as the AHA also launches its Hispanic initiative Go Red Per Tu Corazón at the Latin GRAMMY Awards.

This provision remains in effect.

Women movement.

Go Red continues to help women make healthy changes, as 95% of Go Red supporters report taking action.

The Real Women campaign launches highlighting stories of real women struggling with heart disease and stroke.

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

5% of the AHA’s work and Go Red for Women continues to engage celebrities and influencers to amplify and extend the movement.

Women’s Heart Study shows a near 90% increase in cardiovascular disease awareness among women.

Addressing inequities in access and quality of care is a key pillar of the AHA’s work and Go Red for Women movement.

Now: 2004: Go Red hosts 70 luncheons nationwide, raising over $7M.
Now: More than 150 digital stories of women affected by heart disease are told annually, raising millions for women’s heart-health initiatives.

Now: 2016: Go Red continues to help women make healthy changes, as 95% of Go Red supporters report taking action.
Now: Women's Health Research Network launches with a $5M gift from Sara “Sally” Ross Soter to the AHA. This first Go Red Strategically Focused Research network is the first to bring together five prestigious research institutions across the country to advance women-specific cardiovascular disease and stroke research.

More than 165 celebrities and influencers have participated in the Red Dress Collection, helping drive awareness and engagement through more than 9 billion media impressions.

Go Red debuts on social media. The Real Women campaign launches highlighting stories of real women struggling with heart disease and stroke.

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Go Red #STEMGoesRed launch.
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Now: 2016: Go Red continues to support the WISEWOMAN program, which proceeded to impact 81K+ women over the next four years.
Now: WISEWOMAN has provided screenings to nearly 200K+ uninsured, underinsured and low-income women across 20 states.

Now: Focused Research
Now: 2015: The first Go Red Strategically Focused Research Network launches with a $5M gift from Sara “Sally” Ross Soter to the AHA.
Now: Five prestigious research institutions across the country continue to advance women-specific cardiovascular disease and stroke research.

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