



American Heart Association's GO RED FOR WOMEN Movement 2006 Fact Sheet

The Go Red For Women movement raises women's awareness of their risk for heart disease and helps them learn — and take action to reduce — their personal risk for heart disease.

In 1997, the American Heart Association sparked a women and heart disease movement, when it launched its groundbreaking "Take Wellness To Heart" awareness campaign by women for women. Today the association continues to play a leading role in educating women about their risks for heart disease and providing them with tools to lead heart-healthy lives through the Go Red For Women movement.

In February 2004, the American Heart Association launched Go Red For Women – extending the effort that began in 1997. The Go Red For Women movement drives home to women the message that heart disease is their leading cause of death...a fact most women still do not take to heart. As we begin year three, Go Red For Women harnesses women's energy, passion and power to band together and collectively wipe out heart disease.

These are components of the Go Red For Women movement for 2006:

- ♥ **Love Your Heart:** This year the American Heart Association is encouraging women to love their hearts by visiting their healthcare provider to learn how to incorporate heart-healthy habits into their daily lives.
- ♥ **The Red Dress Pin:** Millions of Americans have added the red dress pin to their wardrobe to support the women and heart disease movement. To get a free pin, call 1-888-MY-HEART.
- ♥ **National Wear Red Day for Women (February 3, 2006):** The American Heart Association encourages women to wear red – whether it is a red dress, a red dress pin or red lipstick. Show the world you passionately support Go Red For Women, the movement to improve women's heart health and save lives.
- ♥ **National/Local Monuments Going Red:** National and local sites will be illuminated in red during the first week of February to raise awareness about the issue of women and heart disease.
- ♥ **Go Red For Women: State of the Heart:** In February 2006, the American Heart Association will announce several gender-specific scientific statements in a news conference that provides a snapshot of the state of women and heart disease.
- ♥ **Consumer Education:** The American Heart Association has compiled materials for consumers such as a cookbook, brochures, wallet cards, bookmarks, posters, Web alerts, screen savers, e-cards, etc.
- ♥ **Physician's Toolkit:** The American Heart Association works with healthcare professionals to provide appointment cards, a summary of new prevention guidelines, patient reports, red dress pins, wallet cards and more. To date, nearly 38,000 physician toolkits have been distributed.

For more information about Go Red For Women, call 1-888-MY-HEART or visit goredforwomen.org.

The Go Red For Women movement is sponsored by Macy's and Pfizer with additional support from Bayer and PacifiCare.

*According to a consumer survey by the American Heart Association, February 2005.