



## WEAR RED AND GIVE

National Wear Red Day  
Friday, February 7, 2020

### WHY SHOULD YOUR COMPANY WEAR RED THIS FEBRUARY?

Everyone can support the fight against heart disease in women by wearing red on **February 7, 2020 — National Wear Red Day**. It's a simple, powerful way to raise awareness of heart disease and stroke. But you don't have to stop there. This February (American Heart Month) the American Heart Association invites your company to participate and join the ranks of Niagara Falls, the Empire State Building, the Sears Tower, the Seattle Space Needle, Times Square, and many more in how they show their unique support during this month.

**The American Heart Association launched Go Red For Women in 2004** because close to 500,000 women per year are dying of heart disease – more than 30 women per day in our state. We've made great strides, but heart disease and stroke still claims 1 in 3 women's lives. Many women are unaware of this fact and few believe that heart disease is their greatest health threat.

Turning your facility red can be as simple as placing signage and materials in your lobby or changing your outside lighting to red. **See the following pages for tips and ideas on how you and your company can participate this February!**

We encourage your building to "Go Red" on Friday, February 7, and, if possible, stay red throughout the month of February.



American Heart Association.



# WHAT IS GO RED FOR WOMEN?

Go Red For Women started more than 10 years ago because the American Heart Association learned that more women were dying from heart disease than men. Now we're the world's largest network of women fighting to protect ourselves from the dangers of heart disease and stroke. Join us and be a part of the movement that is making a difference in the health of women in our community.

## TIPS & IDEAS TO GO RED IN FEBRUARY EXTERIOR OF BUILDING

- Use red lighting outside your building.
- Use a red dress logo on the side of the building.
- Use red holiday lights or rope lighting on trees, bushes, poles and around your building.
- Tie red ribbons around trees.
- Pin many red dresses to a clothes line with giant clothes pins.
- Hang red banners showing support of Go Red For Women throughout your facility.
- Use red plastic cups to spell a message on fencing.

## INTERIOR OF BUILDING

- Decorate the lobby with red dresses on loan from your staff.
- Light the interior lobby red or the inside of elevators red and have signage to explain why it's red.
- Post educational fliers or posters inside your facility. You can download them for free from [GoRedForWomen.org](http://GoRedForWomen.org).
- Include Go Red health messages within red poinsettias, using clear flower stakes and red dress cut-outs.

## WINDOW DECORATION

- Place red streamers or red holiday lights in windows.
- Cover windows with red gel paper or translucent film.
- Create a display using red dresses.
- Display survivor photos and stories collected from your employees or customers.

## EMPLOYEE ACTIVITIES

- Ask employees to show their support by wearing something red on **National Wear Red Day – February 7, 2020**.
- Make a human red dress or heart around the landmark for a photo opportunity.
- Distribute heart-healthy tips in employee pay-checks.

## Fun Examples to Go Red



Use red lighting outside of your building



Take staff selfies wearing red



Post Go Red banners throughout the office area

- Give away red food like apples or host a “Heart-Healthy Open House,” providing heart-healthy snacks and healthy lifestyle tips for women.
- Offer weekly drawings in February for American Heart Association cookbooks available on ShopHeart.org.
- Distribute Valentines with heart-healthy recipes to employees on Feb. 14th.
- Feature a Women and heart disease article in your employee newsletter.
- Feature female employees who are survivors in weekly emails to employees or on your intranet site.
- Have a page on your intranet site Go Red by featuring heart-healthy tips and recipes.
- Distribute red flowers to employee survivors or plant roses to honor employees with heart disease.
- Host a sidewalk chalk design contest on National Wear Red Day where weather allows.

### **SOCIAL MEDIA/MEDIA**

The American Heart Association can provide content. Below are some additional tips.

- Add Go Red For Women messaging, health tips and links to [GoRedForWomen.org](http://GoRedForWomen.org).
- Include information about Go Red For Women activities/events your company is doing in February.
- Include survivor stories collected from employees or customers.
- Check with American Heart Association staff on branding guidelines for use of the red dress logo.

**Email:** Include Go Red messaging in an email blast to customers and/or employees. Message could be for National Wear Red Day, upcoming Go Red events, tips on heart health, etc.

**Twitter:** Use your company Twitter account to send out messages about Go Red For Women. Follow [@AHA Iowa](https://twitter.com/AHA Iowa) and [@GoRedForWomen](https://twitter.com/GoRedForWomen). Use your company Twitter account to share a picture of your activities with the following tweet using the official hashtag **#WearRedandGive**: We #GoRed in support of the movement to end heart disease and stroke in women.

**Facebook:** Post periodic Facebook messages on your company page. Follow Go Red For Women at [facebook.com/AmericanHeartAssociationIowa](https://facebook.com/AmericanHeartAssociationIowa). Post a picture of your activities with the following copy using the official hashtag **#WearRedandGive**: We #GoRed in support of the movement to end heart disease and stroke in women.

**News Release:** Send a news release regarding your support of Go Red For Women by promoting your building going red and/or employee activity.

