2009 Go Red For Women Fact Sheet

Go Red For Women, powered by the American Heart Association’s research, educates and connects millions of women of all ages. With one out of three women still dying from heart disease, we continue to fight this No. 1 killer by helping women turn simple choices into life-saving actions. Whether it’s eating healthier, exercising more, reducing our cholesterol, or quitting smoking, Go Red helps women make these choices for themselves and each other.

More than 41 million American women are living with one or more types of cardiovascular disease, yet only one in five view heart disease as their greatest health threat. That’s why the American Heart Association’s Go Red For Women helps fund cutting-edge research, conducts lifesaving public and professional educational programs and advocates for the protection of women’s heart health.

Other alarming health statistics from Go Red For Women include:

- Cardiovascular disease kills approximately **450,000 women each year**, which is **about one every minute**.
- More women die of cardiovascular disease than the **next five causes of death combined**, including all forms of cancer.
- Sixty-four percent of women who die suddenly of coronary heart disease have no previous symptoms.

Research shows that 96 percent of women who “Go Red” have made at least one choice to improve their heart health. For example:
- More than 40 percent have lost weight.
- More than half have increased their exercise.
- Six out of ten have changed their diets.
- 53 percent have checked their cholesterol levels.
- One third have investigated their family’s history of heart disease or talked to their doctor about their personal heart risks.

This year, Go Red For Women will capture women’s energy, passion and power in our united fight against heart disease. Go Red For Women activities include:

- **NATIONAL WEAR RED DAY (February 6, 2009):** Go Red in your own fashion! Whether it is a red dress, a red t-shirt, a red dress pin or red lipstick, show the world you passionately support Go Red For Women, the American Heart Association’s solution to save women’s lives.
- **NATIONWIDE CASTING CALLS:** Tell us your story! We’d like to hear about the choices women make and why they make them. Women who share their stories have the chance to become spokeswomen for the cause – representing Go Red For Women on our Web site, in our marketing materials, at events and possibly in our upcoming NBC television special. Visit GoRedForWomen.org to find a casting call in your area or to submit your story online.
**GO RED MAKEOVER:** A science-based program allowing women to set and reach realistic goals to improve their overall health. The Makeover will provide inspiration, tips and support to help women achieve a lifetime of heart-happiness.

**GO RED TV:** In partnership with NBC, Go Red For Women will produce our second 30-minute TV special to begin airing in September 2009. Visit GoRedForWomen.org to watch our 2008 television special and to check airdates in your area (after August 2009).

**GoRedForWomen.org:** The No. 1 online destination where women can join Go Red For Women and learn how to make heart-healthy choices every day. Online resources include:
- **Go Red Heart CheckUp:** An online tool that provides a 10-year, personal heart disease risk assessment.
- **Community of Stories:** Women can connect and share the choices they’ve made to improve their health with the thousands of women who “Go Red.”
- **Consumer Education:** Go Red For Women provides education materials for consumers such as cookbooks, brochures, bookmarks, posters, Web alerts, etc.
- **Shop Go Red:** To support life-saving research and awareness programs, Go Red For Women offers apparel, accessories and other heart-healthy products.

For more information about Go Red For Women, visit [GoRedForWomen.org](http://GoRedForWomen.org) or call 1-888-MY-HEART.

Go Red For Women is nationally sponsored by Macy’s and Merck & Co., Inc.

**About American Heart Association**

Founded in 1924, the American Heart Association is the nation’s oldest and largest voluntary health organization dedicated to building healthier lives, free of heart disease and stroke. To help prevent, treat and defeat these diseases — America’s No. 1 and No. 3 killers — we fund cutting-edge research, conduct lifesaving public and professional educational programs, and advocate to protect public health. To learn more or join us in helping all Americans, call 1-800-AHA-USA1 or visit [americanheart.org](http://americanheart.org).