



# MEDIA ADVISORY

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For Immediate Release

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**WHAT:** **National Wear Red Day**

**WHEN:** **Friday, February 1, 2013**

**WHY:** The American Heart Association is encouraging everyone to wear red on Friday, February 1, 2013 to support **Wear Red Day** and increase awareness of heart disease, the No. 1 killer of women.

This year on **Wear Red Day** the American Heart Association is hosting a casting call from 11am-3pm at the Polaris Macy's, offering any woman in central Ohio the opportunity to become the next National Go Red Woman to represent the 2013-2014 Go Red campaign. Selected stories and women will be featured in a variety of Go Red movement efforts, such as national media, PSAs, website content, brochures, magazine features and events.

Sadly, heart disease claims the lives of one in three women – almost one death per minute. The exciting news is that nearly 80 percent of cardiac events in women can be prevented, if the right choices are made.

**Wear Red Day** is a component of **Go Red For Women**, the American Heart Association's national campaign to raise awareness of heart disease in women. One day a year, what you wear really can be a matter of life and death. Millions of Americans will choose to wear red on Feb. 1 and show their commitment to the fight against heart disease and stroke.

During February, American Heart Month, the American Heart Association is sponsoring activities, including **Wear Red Day** on **Friday, Feb. 1, 2013**, to build awareness, raise funds and help women live longer stronger lives. The American Heart Association is urging everyone to wear red in recognition of mothers, sisters and friends who have suffered from heart disease.

For more information visit <http://goredforwomen.org/wearredday/> or call 614-396-4362. Go Red For Women is sponsored nationally by Macy's and Merck & Co. and locally by Cardinal Health and The Ohio State University Wexner Medical Center.

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## **About Go Red For Women**

Go Red For Women is part of the American Heart Association's solution to help save women's lives. With one out of three women still dying from heart disease, we are committed to fighting this No. 1 killer, which is largely preventable. GoRedForWomen.org, a premiere source of information and education, connects millions of women of all ages and gives them tangible resources to turn personal choices into lifesaving actions. We encourage women and the men who love them to embrace the cause. For more information, please visit GoRedForWomen.org or call 1-888-MY-HEART (1-888-694-3278). The movement is nationally sponsored by

Macy's and Merck & Co., Inc and locally by Cardinal Health and The Ohio State University Wexner Medical Center.

**About the American Heart Association**

Founded in 1924, we're 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).