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## **National Wear Red Day, American Heart Association**

**Richmond, Va.**—Stand out and wear red on February 1<sup>st</sup> to show your support for women fighting heart disease. 2013 marks the 10<sup>th</sup> year anniversary for Go Red For Women and the National Heart, Lung, and Blood Institute's *National Wear Red Day*, making the occasion all the more pivotal.

Join the Richmond area American Heart Association (AHA), Go Red For Women (GRFW) team, and supporters in painting the town red. National Wear Red Day was created a decade ago to raise awareness about heart disease, as it is the #1 killer of women in the US. With the support of women and men across the country, research on heart disease highlights an increase in awareness and a 21 percent decrease in fatalities in women suffering from the disease.

From flash mobs (National Institutes of Health) to companies encouraging staff participation, the realm of event creativity for National Wear Red Day is endless. The GRFW team encourages 'wear red day' creativity by allowing all who wish to participate the opportunity to make their own event via the [Plan a Wear Red Day Event](#) link on the National Wear Red Day website.

Wearing red on February 1<sup>st</sup> is a simple gesture that can be done everywhere from work to church by women, men, and children alike. If you are interested in donating, fundraising, featuring local heart disease survivors, and/or learning of other heart health related information in February, please contact [Michelle.Mclees@heart.org](mailto:Michelle.Mclees@heart.org), Director of Marketing and Communications.

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### About Go Red For Women

Go Red For Women - a passionate, emotional, social initiative designed to empower women to take charge of their heart health as well as band together and collectively wipe out heart disease. It challenges women to know their risk for heart disease and use the tools that Go Red For Women provides to take action to reduce their personal risk.

<http://www.goredforwomen.org>

<http://goredforwomen.org/wearredday/about/>