



## 2011-2012 Go Red Fact Sheet

Heart disease is still the No. 1 killer of women, taking the life of 1 in 3 women each year. This means women just like you - mothers, sisters, friends - are dying at the rate of one per minute because they don't know what you know: heart disease kills.

Heart disease has already touched you or someone you love, so help us save a woman's life today. **MAKE IT YOUR MISSION to stop the No. 1 killer.**

### WHY TAKE ACTION?

- Heart disease is the **No. 1 killer of women** age 20 and over, killing approximately one woman every minute.
- More women die of heart disease than the **next four causes of death combined**, including all forms of cancer.
- **1 in 3 American women die of heart disease**, compared to 1 in 30 women that die of breast cancer.
- **Ninety percent** of women have one or more risk factors for developing heart disease.
- **Eighty percent of cardiac events in women may be prevented** if they make the right choices for their hearts, involving diet, exercise and abstinence from smoking.

### WHY GO RED?

Research shows that women who Go Red are more likely to make healthy choices.

- More than one-third have lost weight.
- Nearly fifty percent have increased their exercise.
- Six out of ten have changed their diets.
- More than forty percent have checked their cholesterol levels.
- One-third have talked with their doctors about developing heart health plans.

### HOW YOU CAN MAKE A DIFFERENCE

This year, Go Red For Women invites women across the country to **MAKE IT THEIR MISSION.**

- **PARTICIPATE IN NATIONAL WEAR RED DAY (February 3, 2012):** Show your support by wearing red on National Wear Red Day to build awareness and inspire action, always the first Friday in Feb. Call 704-208-5514 to learn how you can get your NWRD kit.
- **TELL 5:** Go Red For Women asks you to bring your network into our network. Tell 5 women you want them to live, and we can help stop heart disease in our lifetime.
  - Give 5 women you care about the power to save their lives at [GoRedForWomen.org](http://GoRedForWomen.org).
- **VOLUNTEER:** Contact your local American Heart Association office to see how you can get involved with Go Red For Women.
- **GIVE:** Donate to help fund life-saving research and educational programs that are needed so that our daughters, sisters and mothers have a chance to fight this silent killer.
- **SHOP GO RED:** Go to [ShopGoRed.org](http://ShopGoRed.org) to support education and awareness programs by purchasing Go Red For Women apparel, accessories and other heart-healthy products.

- **VISIT US AT GoRedForWomen.org:** A premier source of information and education, [GoRedForWomen.org](http://GoRedForWomen.org) is the No. 1 online destination where women can make it their mission to beat heart disease.
- **Go Red BetterU:** Explore Go Red BetterU, the FREE 12-week online makeover that can change your life.
- **Go Red Heart CheckUp:** Check out Go Red's online tool that provides a 10-year, personal heart disease risk assessment.
- **Go to [GoRedPorTuCorazon.org](http://GoRedPorTuCorazon.org):** Access information in Spanish and to learn about Go Red efforts in the Hispanic community.

### **5th Annual Go Red For Women Luncheon and Educational Forum**

Sponsored by Time Warner Cable

Chaired by Carol Hevey, EVP of East Region with Time Warner Cable

May 10, 2012

Charlotte Convention Center

9:30-10:00 AM—Event registration

10:00-11:15—Breakout Sessions

11:15-12:00—Silent Auction, Boutiques, Health Screenings and Networking

12:00-1:00—Red Hot Personality Live Auction, Heart Healthy Lunch, Program and Survivor Stories

1:00-1:30—Keynote Speaker

**For tickets or more information, please contact Chrissy Malinky at the American Heart Association at 704-208-5514 or email [chrissy.malinky@heart.org](mailto:chrissy.malinky@heart.org).**

Visit our local Go Red site at [www.heart.org/charlottencgoredluncheon](http://www.heart.org/charlottencgoredluncheon)