



Anchorage **Go Red For Women**

Paint the Town **RED**

Friday, February 5, 2016

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Paint the Town Red

An American Heart Association Event



Join the city of Anchorage on Friday, February 5, 2016 as we **Paint the Town RED** to raise awareness and funds for the American Heart Association. Heart Disease is still the No. 1 killer of Americans, however 80 percent of cardiac events could have been prevented through education and life style changes.

We hope you will GO RED on February 5th by donating 10% of sales at your establishment to the American Heart Association.

To help you **GO RED**, the American Heart Association (AHA) will provide you with:

- AHA Red Dress Window Clings
- AHA Red Dress Pins for staff to wear
- Heart Health informational cards if requested



In return, the American Heart Association will:

- Include your establishment in the Go Red For Women Program (**donations must be received by Feb. 16th*)
- Two tickets to the Go Red For Women morning health seminars and expo
- Your establishment included in all “Paint the Town Red” Marketing
- Social Media posts highlighting your generosity





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Mission & Overview

Go Red For Women Mission



Go Red For Women provides awareness of the issue of women and heart disease, and also action to save more lives. The movement harnesses the energy, passion and power women have to band together and collectively wipe out heart disease. It challenges them to know their risk for heart disease and take action to reduce their personal risk. It also gives them the tools they need to lead a heart healthy life.



Go Red For Women Overview

Women and Cardiovascular Disease Facts



Cardiovascular diseases cause one in three women's deaths each year, killing approximately one woman every minute.

- An estimated 43 million women in the U.S. are affected by cardiovascular diseases.
- 90% of women have one or more risk factors for heart disease or stroke.
- 80% of heart disease and stroke events could be prevented.

Since 1984, more women than men have died each year from heart disease & stroke.

- Fewer women than men survive their first heart attack
- The symptoms of heart attack can be different in women vs. men, and are often misunderstood – even by some physicians.
- Women have a higher lifetime risk of stroke than men

When you get involved in supporting Go Red For Women by advocating, fundraising and sharing your story, more lives are saved.

- Today, nearly 300 fewer women die from heart disease and stroke each day
- Death in women has decreased by more than 30 percent over the past 10 years.

