

*Reclaim  
Your  
Rhythm*



AMERICAN HEART MONTH 2022

# *WEAR, SHARE & ROCK YOUR RED*

How You Can GO RED for Women's Heart Health



# RECLAIM YOUR RHYTHM

We're burnt out, tired, just trying to get by. For many of us, we've adopted unhealthy habits as we've coped with the past two years, taking a toll on our physical health and mental well-being. In fact, more than half of Americans report that COVID-19 has impacted their mental well-being due to stress and worry.

Join us this February as we unite for American Heart Month. We'll help you Reclaim Your Rhythm— because losing even one mom, brother, friend or neighbor to cardiovascular disease is too many.

The AHA is rallying communities with an urgent message to create healthy habits and commit to health goals. We'll be right here to guide you and help keep your rhythm flowing — with the tools to get you started and the tunes to keep you on track. We'll get you moving and grooving to raise awareness and take actions that work best for your life, to give you the best chance at life.

Find ways you can Reclaim Your Rhythm at [GoRedforWomen.org](https://www.GoRedforWomen.org).



# MARK YOUR CALENDAR

February isn't just American Heart Month – it's our month! This year, February is full of ways for you to Go Red and help raise awareness for women's heart health.

## National Wear Red Day

February 4, 2022

National Wear Red Day® is the icon day of American Heart Month. On Feb. 4, join us as we wear red and help raise awareness of women's No. 1 killer – cardiovascular disease.

On National Wear Red Day, Reclaim Your Rhythm by wearing red, sharing at least one healthy habit you're prioritizing – it could be around sleep, stress, physical activity or whatever works best for you – and encourage others to do the same. We can help the women we know and love reduce their risk for cardiovascular disease by building the healthy habits we know work.

## Go Red When You Shop

CVS Health and Big Lots! stores are raising funds and awareness during Heart Month:

CVS Pharmacies: Jan. 30 – March 5, 2022

Big Lots!: Feb. 1 – 20, 2022



# SAVE LIVES: WEAR RED AND GIVE

Making an impact doesn't just feel good, it's fun! Here's how you can help in 3 easy steps:

1. Wear Red and Reclaim Your Rhythm
2. Get Social! Spread the Word
3. Open Your Heart

## STEP 1. Wear Red and Reclaim Your Rhythm

Style yourself red and share a photo on social to make a bold statement for a great cause. Visit [ShopHeart.org](https://www.shopheart.org) today to choose your favorite red gear. From the iconic Red Dress pin to masks, hats, ties, scarves, or even socks, we've got you covered.

Looking to go red digitally? Download National Wear Red Day graphics, including digital backgrounds and social banners at [WearRedDay.org](https://www.wearred.org).



## STEP 2. Get Social! Spread the Word

Tell us how you're reclaiming your rhythm in February by posting it to social using #WearRedDay #WearRedandGive and #HeartMonth to help raise awareness that cardiovascular disease is the No. 1 killer of women.

### Get Your Squad

Chances are we all know someone affected by heart disease and stroke because cardiovascular disease claims the lives of 1 in 3 women - that's a third of the women we can't bear to live without.

Together, we can change this because there is nothing women united with purpose cannot achieve.

Bring together (in person or virtually):

- Friends
- Family
- Co-workers
- Neighbors
- Friends from school, your place of worship, social clubs and
- Members of your community.

There are lots of ways to be a part of National Wear Red Day and American Heart Month, so encourage each person to join in and **Go Red!**



## STEP 3. Open Your Heart

Contribute to the American Heart Association's mission to help build longer, healthier lives, free of cardiovascular diseases. Every dollar makes a difference in the fight against heart disease and stroke.

### Download Resources at [WearRedDay.org](https://www.WearRedDay.org).

Pick out your favorite resources to help spread the word - there are posters, social banners, digital backgrounds and more you can easily download and use.

### Create your own donation page on [WearRedDay.org](https://www.WearRedDay.org).

It's as simple as Join, Personalize and Fundraise!

#### JOIN

Start by going to [WearRedDay.org](https://www.WearRedDay.org) and select "Start Your Own Fundraiser", then "Join".

- If your company or community group has already set up a team, choose "Join a Team" and search for your team.
- If not, create your own!

*Register by creating an account, logging in with an existing account or use your Facebook profile.*

#### PERSONALIZE

Add a fun photo, video and your personal story. You can make updates at any time.

#### FUNDRAISE

That's it! With a couple of clicks you'll have a fundraising page set up and be ready to celebrate #WearRedDay!



# PUMP UP THE VOLUME

Tips to raise more:

- **Share your personal connection to the mission.**  
Your friends and family want to hear your story and why you're passionate about fighting **women's No. 1 killer**. Plus, you could save a life by raising awareness.
- **Share your fundraising page link on your social media accounts.**  
Ask your friends to share the link for a ripple effect.
- **Create some friendly competition.** Challenge your friends to see who can raise more during February.
- **Double your impact.**  
People are more likely to give when their donation is being matched. Ask a friend or your company to match the amount you raise, doubling the impact of every dollar.
- **Don't be afraid to ask!**  
You'll never know until you ask, so don't be afraid to ask someone to join in and save lives.

And most importantly... **HAVE FUN!**



*Looking for more ways to Go Red this Heart Month?*

## GO RED ONLINE

Tips to turn your social networks red:

- Follow the American Heart Association (@AmericanHeart) and Go Red for Women (@GoRedforWomen) on Instagram, Facebook, and Twitter.
- Share how you're reclaiming your Rhythm this Heart Month – from dancing to your personal anthem to making healthy changes, every move counts.
- Share content from the American Heart Association and Go Red for Women on your social networks throughout February to help us reach more women.
- Share a photo of yourself on National Wear Red Day (Friday, Feb. 4, 2022) and how cardiovascular disease has impacted your life.
- Tag your friends, asking them to Go Red, too.
- Share the link to your fundraising page on Facebook and Twitter.
- Engage your company's social media team and ask if they can create or share #WearRedDay posts for an even bigger audience.





# GO RED AT WORK

Whether you work in an office or from home, you can rally your team and Go Red together. Here are some fun tips to Reclaim Your Rhythm during the workday:

- **Make an office playlist** – have every employee submit a song that helps them get moving or manage stress
- **Get up and move throughout the day** – This could be a simple stretch break or a workout class at the office. Moving more will help reduce stress and is a great way to bond as a team.
- **Hold a healthy eating challenge** – Challenge your office to commit to healthy eating during heart month. It's the perfect way to Reclaim Your Rhythm by starting with what's on your plate.
- **Have a cooking demonstration** – Looking for a new way to change up your lunch routine? Bring your office together to learn about healthy meals that make lunch your favorite feel-good meal.
- **Share how you Reclaim Your Rhythm** – Ask employees to each share how they will Reclaim Your Rhythm this Heart Month. Each day, highlight one person's story, encouraging them to keep going and celebrating the wins.

On National Wear Red Day, there are even more ways to Go Red at Work. Here are some fun ideas to get you started:

- **Wear Red!** – Encourage all of your employees to put on their favorite red outfits on National Wear Red Day. It's a fun, easy way for everyone to get involved. Bonus points for having a contest for the best red look.
- **Download the official virtual backgrounds** – Visit [WearRedDay.org](https://WearRedDay.org) to download a digital background for your online meetings. It's a great (and easy) way to show your Go Red pride and help spread awareness.
- **Show your city you Go Red by making your building red** – Use red lightbulbs or filters to Go Red at the office
- **Turn the office (even your home office) red** – Download posters and other great resources from [WearRedDay.org](https://WearRedDay.org).
- **Decorate your desk challenge** – Encourage your employees to get creative and decorate their desk (at the office or at home) for National Wear Red Day.
- **Invite families to join the fun** – Encourage your employees to share photos of friends, family members and pets as they Go Red. It's a fun way to bring everyone together for a good cause.
- **Share your pics on social** – Don't forget to use #WearRedDay #WearRedandGive and #HeartMonth. And tag @GoRedforWomen – we'd love to see how you Go Red!

## Questions?

We've got the answers at [WearRedDay.org](https://WearRedDay.org).

### Stay Connected All Year

For the latest news, tips and resources, join the Go Red for Women Movement at [GoRedforWomen.org/Join](https://GoRedforWomen.org/Join) and follow @GoRedforWomen on social media.



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