



# Go RED Talks

Heart disease and stroke are the No. 1 and No. 5 killers of all Americans. This is one in every three adults!

## OUR MISSION

Building healthier lives, free of cardiovascular diseases and stroke.

## OUR IMPACT GOAL

By the year 2020, to improve the cardiovascular health of all Americans by 20%, while reducing deaths from cardiovascular diseases and stroke by 20%. If we meet this goal, we will save 718 lives each day from heart disease and 145 lives from stroke. That's 863 lives every day... 315,000 lives saved each year!

## 2016 GO RED TALKS INDIANAPOLIS

Be a part of an exciting new experience coming to Indianapolis! **Go RED Talks** will bring together some of Indianapolis' brightest minds to give thought-provoking talks on our community's health that will spark conversations that matter. Indianapolis' inaugural **Go RED Talks** is being curated by the American Heart Association's Go Red For Women leadership team. It will be held at the **Central Library Auditorium, Indianapolis Public Library**, on **Wednesday, November 2, 2016 from 8:30AM to 10:00AM.**

**Go RED Talks** is loosely based on the principals of TED Talks - a showcase for speakers presenting a well-formed idea in a short period of time. Speakers will give talks that are idea-focused, cover a wide range of topics, and foster learning, inspiration and wonder. The goal is to provoke conversations that matter. In addition to the 5-10 dynamic speakers, the event will also include an interactive break that highlights some of the life-saving innovations of the American Heart Association and our sponsors. Guests are invited to network with our speakers and other attendees.

As a **Go RED Talks** sponsor, you will also receive additional benefits at the Indianapolis Go Red for Women Expo & Luncheon on Friday, February 24, 2017. You will receive the appropriate benefits at the sponsorship level that you select, aligning you with two opportunities to highlight your company's support for the American Heart Association and the health of our community.

For questions or to confirm your support, contact **Jenny Daniels** at (317) 732-4728 or [Jenny.Daniels@heart.org](mailto:Jenny.Daniels@heart.org).

### Impacting Indiana

- Saving Lives**  
 Over the past decade, death rates from heart disease and stroke dropped by about 38% and 34%, respectively. The American Heart Association's advocacy, quality and research efforts played a major role in this stunning decrease.
- CPR and First Aid**  
 We trained more than 12.4 million potential lifesavers nationwide, including more than 300,000 Indiana residents. You can learn the two steps to save a life at [handsonlycpr.org](http://handsonlycpr.org).
- Groundbreaking Research**  
 Since 1949, the American Heart Association has invested more than \$3.8 billion in research nationwide. We are currently providing more than \$5 million to fund 31 research studies in Indiana alone.
- Healthy Communities**  
 Thanks to our advocacy efforts, it is mandatory for Indiana High School students to be trained in CPR before graduating, meaning each year, 75,000 more Hoosiers are trained in this life-saving technique. You can join our grassroots efforts at [yourethecure.org](http://yourethecure.org).
- Healthy Living**  
 The Indianapolis Complete Streets ordinance stands as the strongest policy of its type ever passed, ensuring that all pedestrians, bicyclists and transit passengers are able to move safely.
- Healthy Living**  
 Indiana's 15 Teaching Gardens have increased fruit and vegetable intake among children, while teaching nutrition, math, science and other subjects to grade school kids.