



2017 Go Red For Women “Purse-onality” Auction

We invite you to participate in a unique opportunity for the American Heart Association’s 2017 Indianapolis Go Red For Women Expo & Luncheon. Our “Purse-onality” Auction highlights companies and individuals in our community who are giving back and provides a fun bidding experience on the day of the Go Red For Women Luncheon for all attendees.

What is Go Red For Women?

Go Red For Women is the American Heart Association’s national movement to increase awareness of heart disease and stroke while inspiring women to take control of their health. Heart disease and stroke are not just diseases that impact men- in fact, more women than men die every year from heart disease and stroke. The good news is that 80% of cardiac events can be prevented with education and lifestyle changes. The Go Red For Women movement supports awareness, research, education and community programs to benefit women and their health.

Will You Contribute?

The Indianapolis Go Red For Women Luncheon is held annually and focuses on three areas of support to fight heart disease and stroke in women: raising awareness for the issue, creating a passionate call-to-action and generating funds to support education and research. One of the main components of the event is a silent auction, which this year will feature purse packages donated by supporters in the community. As a “purse-onality” donor, your company’s name will be displayed prominently during the event throughout the silent auction, the luncheon and in any auction promotional materials. Over 1,000 luncheon guests will have the opportunity to bid on your featured package!

What Sells Best?

Successful “purse-onality” packages are typically valued between \$250-\$500 and are uniquely packaged together with 3 to 4 high-end items. Accessories such as jewelry, sunglasses, scarves and gift cards make for creative and sought after packages. Remember – the more unique the package, the better!

Not able to give a full Purse-onality Package?

We appreciate any level of donation you are able to give and will strategically package any items received with other items to create desirable Purse-onality Packages.

We hope you will join us in support of this worthy cause. An auction committee member or American Heart Association staff person will be in contact with you within the next two weeks to discuss your participation.

To confirm your contribution, please return the enclosed donation form by January 11, 2017.

If you have any questions or require additional information, please feel free to contact 317.732.4715 or Kayla.Stang@heart.org.

