



Go Red For Women

INDIANAPOLIS— Give back during American Heart Month

Everyone is touched by heart disease and stroke in some way or another. Please consider how your own life and the lives of those you love have been touched by cardiovascular disease and/or stroke. In supporting the American Heart Association, you have the opportunity to give the most precious gift of all – lives saved and dramatically improved in our community and across the nation.

Make a personal donation to support the American Heart Association

Online at heart.org/IndyGoesRed

Host a Go Red Event

Create a moment that last a lifetime and helps save lives.

How? Host an event with friends, family or co-workers. It can be as easy as a dinner with friends, an office potluck, dress down day or as extravagant as a wine tasting! Gather a group together to share with them the importance of taking care of their heart and invite them to consider making a donation to help fund more awareness, education, and research that will help fight heart disease and stroke in our local community.

Sell red paper hearts

A local business can participate simply by asking customers to make a donation to buy a red paper heart. Hearts are sold for a suggested donation of \$1 or more. There is a bar code on the back of the heart that can be scanned.

After a customer makes a donation, they can sign their name on a heart and hang their heart in a special designated area at the business during the month.

Collected donations can be given to the American Heart Association is two ways:

Mail a check to: American Heart Association
Attn: Indy Go Red
6500 Technology Center Drive, Suite 100
Indianapolis, IN 46278

Pick up: Jenny Daniels
Go Red For Women Director
(317) 732-4728
jenny.daniels@heart.org



Red Dress Tour

Host the Red Dress Tour at your office!

Think of the impact we can have on our community if each person made one change in their life to be healthier! The Red Dress Tour is an effort to keep the mission of Go Red and the American Heart Association top of mind throughout the year by encouraging women (and men) to make a healthy change in their lives. The Red Dress Tour will visit different locations around Indianapolis over the next year, including our corporate sponsor locations. The instructions are simple – take your photo with our life-sized red dress or blazer cutout, then post your photo on your social media account with one change you can make in your life to be healthier. Make sure to use #RedDressTour, #IndyGoRed and tag the Indianapolis American Heart Association



Social Media #IndyGoRed

We want to see how you are going red in the month of February! Make sure to post photos on your social media accounts and use our hashtag #indygored in your post. Your photos could even be featured in our live twitter feed at the Go Red For Women Luncheon.

Don't forget to schedule your annual wellness check-up with your doctor

Remember cardiovascular disease is 80% preventable based on our daily choices to lead a healthier life. This starts with knowing your numbers— blood pressure, cholesterol, blood glucose, and BMI.

Calendar of Events

Wednesday, February 1, 2017

Red Dress Dash around Monument Circle— 8:00AM—9:00AM
Emmis Communications—40 Monument Circle, Indianapolis
Free event to kick off American Heart Month! No registration required.

Friday, February 3, 2017

National Wear Red Day—Don't forget to wear red
Printable resources are available in January online at Goredforwomen.org

Friday, February 24, 2017

Go Red For Women Experience
JW Marriott Indianapolis—10 S West Street, 3rd Floor, Indianapolis
For more information, visit heart.org/IndyGoesRed