



Why should your company 'PAINT THE TOWN RED' this February?

Everyone can support the fight against heart disease in women by wearing red on **February 3, 2017 — National Wear Red Day**. It's a simple, powerful way to raise awareness of heart disease and stroke. But, you don't have to stop there. This February (American Heart Month) the American Heart Association is inviting your company to "paint the town red." As a participant, you will join the ranks of **Niagara Falls, the Empire State Building, the Sears Tower, the Seattle Space Needle, Times Square and many more.**

The American Heart Association launched Go Red For Women in 2004 due to the fact that close to 500,000 women per year are dying of heart disease – **more than 30 women per day in our state**. We've made great strides, but heart disease and stroke are still claiming 1 in 3 women's lives. Many women are unaware of this fact, and few believe that heart disease is their greatest health threat.

Turning your facility red can be as simple as placing signage and materials in your lobby or changing your outside bulbs to red. We encourage your building to "go red" on Friday, February 3, and, if possible, stay red throughout the month of February.

Please confirm your participation by filling out the enclosed form. Questions? Please contact Jenny Daniels at 317-732-4728 or jenny.daniels@heart.org. I have attached a list of ways in which your company could go red. Thank you for your consideration. I hope we can count on your support!

Sincerely,

A handwritten signature in black ink that reads "Jenny Daniels".

Jenny Daniels
Go Red For Women Director
Jenny.Daniels@heart.org

IDEAS FOR GOING RED

EXTERIOR OF BUILDING

- Use red up lighting outside your building.
- Use a red dress gobo on the side of the building. The American Heart Association may be able to provide a gobo.
- Use red Christmas lights or rope lighting to place on trees, bushes, poles and around your building.
- Wrap trees or the building with red dresses.
- Tie red ribbons around trees.
- Hang red banners showing support of Go Red For Women throughout your facility.
- Use Solo cups to spell a message on fencing.



INTERIOR OF BUILDING

- Decorate the lobby with red dresses on loan from your staff.
- Light the interior lobby red or the inside of elevators red and have signage to explain why it's red.
- Hang educational posters inside your facility. Download from the Wear Red Day Kit or contact the American Heart Association.
- Include Go Red health messages within some of the red poinsettias, using clear flower stakes and red dress cut outs.

WINDOW DISPLAYS

- Place red streamers or red Christmas lights in windows.
- Cover windows with red gel paper or translucent film.
- Place Go Red For Women decals or posters in building windows.
- Create a display using red dresses.
- Feature survivor stories collected from your employees or customers.



EMPLOYEE ACTIVITIES

- Ask all employees to show their support by wearing something red on Wear Red Day.
- Make a human red dress or heart around a landmark for a photo opportunity.
- Distribute heart healthy tips in employee pay checks.
- Give away red food like apples or host a "Heart Healthy Open House," providing heart healthy snacks and heart healthy tips for women.
- Host a heart healthy Women and Heart Disease lunch for employees and their loved ones.
- Offer weekly drawings in February for American Heart Association cookbooks.
- Distribute Valentines with heart healthy recipes to employees on February 14th (a Tuesday).
- Feature a Women and Heart disease article in your employee newsletter.

- Feature female employees who are survivors in weekly emails to employees or on your intranet site.
- Have a page on your intranet site Go Red by featuring heart healthy tips and recipes.
- Distribute red flowers to employee survivors or plant roses to honor employees with heart disease.
- Host a sidewalk chalk design contest on Wear Red Day.

SOCIAL MEDIA

American Heart Association can provide content.

- **Web site:**
 - Add GRFW messaging, health tips, links to American Heart Association Web site.
 - Add a GRFW banner ad.
 - Include info about GRFW activities/events your company may be doing in February.
 - Include survivor stories collected from your employees or customers.
 - Check with American Heart Association staff on branding guidelines for red dress logo.
- **E-mail:** Include Go Red messaging in an e-mail blast sent to your customers and/or employees. Message could be for Wear Red Day, upcoming Go Red events, tips on heart health, etc.
- **Twitter:** Use your company Twitter account to send out messages about Go Red For Women. Use #IndyGoRed.
- **Facebook:** Post periodic Facebook messages on your company Facebook page. Make sure to tag us!
- **News Release:** Send a news release regarding your support of Go Red For Women by promoting your building going red and/or employee activity in honor of the movement.



MALLS

- **Cart/Kiosk Displays:** Create one or more Go Red kiosks/card displays using props from the American Heart Association or stores. Offer space for women to fill out Go Red For Women registration cards.
- **Spot the Red Dress Punch Card:** The American Heart Association can provide the mall with punch cards that customers bring to participating retailers to "spot the red dress." Retailers can post heart health facts on their counters or cash registers. Retailers punch or place a sticker on the card and once completely punched, the customer brings it to customer service desk to be entered in the Go Red For Women movement and be eligible for prizes. The American Heart Association can provide malls with prize baskets. The mall or participating stores could also provide items for the prize baskets.
- **Go Red Registration Drive:** Implement a Go Red For Women registration drive in February.
- **Store Contest:** Ask stores to host Go Red For Women registration drives in February. The American Heart Association can provide a prize pack to the clerk who gets the most women signed up or the store that gets the most sign ups. The American Heart Association can provide the mall with Go Red



Registration Drive kits for each participating store containing signage, registration cards, and bookmarks/recipe cards for each person completing a registration.

- **Customer Service Desk:** Promote a registration drive to shoppers. Shoppers who fill out registration card are entered into a drawing for a Go Red prize basket. The American Heart Association can provide the prize basket. Stores could include red merchandise in the basket.
- **Window/Mirror Clings:** The American Heart Association can provide the mall with red dress window and/or mirror clings that can be placed in the windows of stores, mall entrances and on dressing room mirrors in participating stores or restroom mirrors.
- **Window Displays:** Ask stores to decorate their windows with red merchandise, streamers, hearts, translucent film, or red dress window clings. The American Heart Association may be able to provide you with posters. Host a contest for the best window display. The American Heart Association can provide the mall with a prize for the winning display. Stores can also send in photos of their window display to the American Heart Association Facebook page for judging.
- **Wear Red Discount:** Ask stores to provide discounts to shoppers wearing red on Wear Red Day. Or stores can offer sales on red merchandise. Ask stores if they would like to like to make a donation to the American Heart Association with a portion of the sales. Flyers and/or signage can be created in advance to alert shoppers. Include information about the discount in an email blast to customers.
- **Fountains:** If your mall has one or more fountains, turn them red for Wear Red Day. Include signage next to the fountain explaining why it is red.
- **Wear Red:** Encourage mall and store employees to wear something red on Wear Red Day.
- **Common Areas:** Decorate common areas with red accessories, dresses or merchandise from Macy's (national Go Red For Women sponsor) or other stores. Include signage with heart health facts.
- **Food Court:** Involve the food court during American Heart Month. Place Go Red For Women table tents on food court tables (American Heart Association can provide). Ask restaurants to feature one or more healthy choices during American Heart Month.
- **Fashion Show:** Host a fashion show with women and/or survivors wearing red.
- **Signage/Posters/Banners/Flags:** Mall can provide space for Go Red For Women messaging.
 - **Backlit Signs:** Provide backlit sign ad space for heart health messages.
 - **Stake Signs:** Place red dress stake signs with health messages on them in the planters located throughout the mall.
 - **Banners:** Create banners with artwork supplied by the American Heart Association or use plain red banners. Display banners inside or outside the mall or on light posts if available.
 - **Posters:** Hang educational posters inside the mall or in restrooms. The American Heart Association can provide small posters.
 - **Flag:** Fly a Go Red For Women flag from the flagpole for the month of February. Contact American Heart Association for cost of flag or if they have one you can borrow.
- **Red Lighting:** Add or change lighting to red for Wear Red Day and/or the whole month.
 - **Up lighting:** Change outdoor up lighting to red bulbs.
 - **Christmas Lights:** Use red Christmas lights left over from the holidays at mall entrances or other locations. String them into the shape of a red dress or heart.
 - **GOBOs or Gels:** Cover lights with red gels, replace bulbs with red bulbs, project a GOBO on side of building (American Heart Association may be able to supply a GOBO).

RESOURCES

Visit GoRedForWomen.org to access a variety of tools. Click on the tabs to access:

- **Support Your Community** – see examples of buildings going red
- **Celebrate Wear Red Day** – Help for planning an event
- **Get Involved** – ideas on how to get involved with Go Red For Women
- **Social Tools** - donation badges and Web banners
- **Newsroom** – Read the latest news on Go Fed For Women

Visit heart.org/indygoesred for local information from the American Heart Association.

Follow your *local* American Heart Association on Facebook and Twitter.



www.Facebook.com/IndianapolisAmericanHeartAssociation



@AHAIndy



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