

# Go Red For Women® Fact Sheet

## 2012-2013



It's time for women to stand together in the fight for their lives. Because heart disease is their No. 1 killer, affecting more women than men. Because it's more deadly than all forms of cancer combined. Because women we love are dying and many more are impacted every day.

But the strength of mothers, sisters, daughters and friends fighting side by side is more powerful than any killer. For 10 years, women have been fighting heart disease individually and together as part of the Go Red For Women movement. They have proudly worn red, shared stories of survival and begun to understand the truth about women's hearts and how heart disease can be prevented. More than 627,000 women's lives have been saved, but the fight is far from over.

Now is the time to shout louder, stand stronger and demand change. It's time to come together in a movement that is not just FOR women, but BY women. It's time for women to Go Red.

Because our health is non-negotiable, because women have the power to save lives, and because the best force for women *is* women. Together, we can end heart disease. [Women Go Red.](#)

### WHY JOIN THE FIGHT?

Heart disease is the No. 1 killer of women – mothers, sisters, daughters, friends – and is more deadly than all forms of cancer combined.

- Heart disease causes one in three women's deaths each year, killing approximately one woman every minute.
- An estimated 43 million women in the U.S. are affected by heart disease.
- Ninety percent of women have one or more risk factors for developing heart disease.
- Since 1984, more women than men have died each year from heart disease and the gap between men and women's survival continues to widen.
- While one in 31 American women dies from breast cancer each year, heart disease causes one in three deaths each year.

Heart disease in women requires more attention, more research and swifter action.

- Heart disease is the No. 1 killer of women, yet only one in five American women believe that heart disease is her greatest health threat.
- Women comprise only 24 percent of participants in all heart-related studies.
- Women are less likely to call 9-1-1 for themselves when experiencing symptoms of a heart attack than they are for someone else.

The American Heart Association's Go Red For Women movement has been impacting the health of women for 10 years.

- More than 627,000 women have been saved from heart disease.
- 330 fewer women are dying per day.

Women who Go Red are more likely to make healthy choices.

- Nearly 90 percent have made at least one healthy behavior change.
- More than one-third have lost weight.
- More than 50 percent have increased their exercise.
- Six out of 10 have changed their diets.
- More than 40 percent have checked their cholesterol levels.
- One-third have talked with their doctors about developing heart health plans.

## BECOME PART OF THE MOVEMENT

In celebration of the 10<sup>th</sup> National Wear Red Day on February 1, 2013, Go Red For Women is asking all women across America to join us in making America Go Red and save women's lives!

- **Learn More:**
  - **Meet the [2013 Go Red Women](#)**, heart disease survivors and activists who are passionate about sharing their stories and saving other women's lives!
  - **Watch "[Just a Little Heart Attack](#),"** directed by and starring Emmy-nominated actress Elizabeth Banks directs, and inspired by the real-life stories of women who have been affected by heart disease.
  - **Visit [GoRedForWomen.org](#) or [GoRedCorazon.org](#)** to learn more. You can also visit our [Facebook](#) page.
- **Participate in the 10<sup>th</sup> Annual National Wear Red Day (February 1, 2013):** Show your support by wearing red to build awareness and inspire action.
- **Give:** Donate to help fund lifesaving research and educational programs.
- **Volunteer:** Contact your local American Heart Association office to see how you can get involved.
- **ShopHeart.org:** Visit [ShopHeart](#) to support education and awareness programs by purchasing Go Red For Women apparel, accessories and other heart-healthy products. Special 10<sup>th</sup> year products coming soon!

## ABOUT GO RED FOR WOMEN

The American Heart Association's Go Red For Women movement has been impacting the health of women for 10 years. More than 627,000 women's lives have been saved, but the fight is far from over. Now is the time to shout louder, stand stronger and demand change. It's time to come together in a movement that is not just FOR women, but BY women. It's time for women to Go Red. Visit [GoRedForWomen.org](#) for more information or call 1-888-MY-HEART.

The American Heart Association's Go Red For Women movement is nationally sponsored by Macy's and Merck & Co., Inc., with additional support from our cause supporters.