

Make Your City GO RED FOR WOMEN[®]

Tips and Ideas to Get Your City
to Go Red this February





You are invited to help your city **Go Red** this February in support of American Heart month. Locations can be decorated or lit up in red for the month, or to support National Wear Red Day® on February 6th.



EXTERIOR OF BUILDING

- Use red lighting outside your building.
- Use a red dress logo on the side of the building.
- Use red holiday lights or rope lighting on trees, bushes, poles and around your building.
- Wrap trees or the building with red dresses.
- Tie red ribbons around trees.
- Pin many red dresses to a clothes line with giant clothes pins.
- Hang red banners showing support of Go Red For Women throughout your facility.
- Use red plastic 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.
- Post educational fliers or posters inside your facility. You can download them from the Wear Red Day Kit at GoRedForWomen.org or contact the American Heart Association.
- Include Go Red health messages within red poinsettias, using clear flower stakes and red dress cut-outs.

WINDOW DECORATION

- Place red streamers or red holiday lights in windows.
- Cover windows with red gel paper or translucent film.
- Place Go Red For Women window clings in building windows.
 - Ask your local American Heart Association staff member about small or large window clings.
- Create a display using red dresses.
- Display survivor photos and stories collected from your employees or customers.



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EMPLOYEE ACTIVITIES

- Ask employees to show their support by wearing something red on National Wear Red Day.
- Make a human red dress or heart around the 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 healthy lifestyle tips for women.
- Offer weekly drawings in February for American Heart Association cookbooks available on ShopHeart.org.
- Distribute Valentines with heart-healthy recipes to employees on Feb. 14th.
- 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 National Wear Red Day where weather allows.

SOCIAL MEDIA/MEDIA

The American Heart Association can provide content. Below are other tips.

- **Website, heart.org:**
 - Add Go Red For Women messaging, health tips and links to the American Heart Association website.
 - Include information about Go Red For Women activities/events your company is doing in February.
 - Include survivor stories collected from employees or customers.
 - Check with American Heart Association staff on branding guidelines for use of the red dress logo.
- **Email:** Include Go Red messaging in an email blast to customers and/or employees. Message could be for National 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. Follow @GoRedForWomen. Use your company Twitter account to share a picture of your activities with the following tweet using the official hashtag #GoRed: *We #GoRed in support of the movement to end heart disease and stroke in women.*
- **Facebook:** Post periodic Facebook messages on your company page. Follow Go Red For Women at facebook.com/GoRedForWomen. Post a picture of your activities with the following copy using the official hashtag #GoRed: *We #GoRed in support of the movement to end heart disease and stroke in women.*
- **News Release:** Send a news release regarding your support of Go Red For Women by promoting your building going red and/or employee activity.



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MALLS

- **Cart/Kiosk Displays:** Create one or more Go Red kiosks/cart displays using props from the American Heart Association or stores.
- **Spot the Red Dress Punch Card:** Create 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 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. Provide a prize pack to the clerk who gets the most women signed up or the store that gets the most sign-ups. Post a sign or provide internet access to encourage women to register to join the movement at GoRedForWomen.org. Consider copying the last page of this document to use as a sign or to use as a handout to encourage registration.
- **Customer Service Desk:** Promote a registration drive to shoppers. Shoppers who fill out a registration card are entered into a drawing for a Go Red prize basket. Stores could include red merchandise in the basket.
- **Window/Mirror Clings:** Red dress window and/or mirror clings can be placed in the windows of stores, mall entrances and on dressing room mirrors in participating stores or restroom mirrors. Window clings may be purchased at ShopHeart.org.
- **Window Displays:** Ask stores to decorate their windows with red merchandise, streamers, hearts, translucent film or red dress window clings. Host a contest for the best window display.
- **Fountains:** If your mall has one or more fountains, turn them red for National 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 National 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. Ask restaurants to feature 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. Download a flier or poster by registering at GoRedForWomen.org/WearRedDay.
 - **Flag:** Fly a Go Red For Women flag from the flagpole for the month of February. Contact your local American Heart Association office to see if you can buy or borrow one.
- **Red Lighting:** Add or change lighting to red for National Wear Red Day and/or all of February.
 - **Up Lighting:** Change outdoor up lighting to red bulbs.
 - **Christmas Lights:** Use red 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 and project a GOBO on side of building.



RESOURCES

Register at GoRedForWomen.org to access information about healthy living, getting involved and to read other heart disease and stroke stories.



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Making Spotlights Red: Here is an easy way to change out the lighting. Cover the spotlight with 20"x24" sheets of colored plastic, made especially for theater lighting, and affix with tape or wires. The sheets are called Roscoe Gel R26 (red) and R1991 (heat shield). The heat shield goes closest to the light to keep the gel from burning. These supplies can be ordered from any local theatrical outlet company or check with the companies suggested below.

Gobo: A gobo is a metal disk that slides into a standard ellipsoidal theatrical light. These lights can be set on the floor when a base is attached, hung from a light tree (metal pole on tripod stand), or hung from ceiling trussing. When the light passes through the gobo (which has the custom logo cut out of it) it projects that image wherever you point the light. You can also add a gel (colored piece of plastic) to the top of the light and change the color of the projected image. Contact the American Heart Association to see if a Gobo is available to borrow.

LED Lights: Organizations that have LED lights may be able to easily turn their lights red. Ask the facilities manager.

ADDITIONAL RESOURCES

Light Bulbs

lightbulbwarehouse.com

Home Stores such as Loews, Home Depot, etc. sell red light bulbs that would be appropriate for homes.

Gels and Filters

grandstage.com

Gobos

pegasusentertainment.com

Go Red Window Clings and Yard Displays

Visit ShopHeart.org



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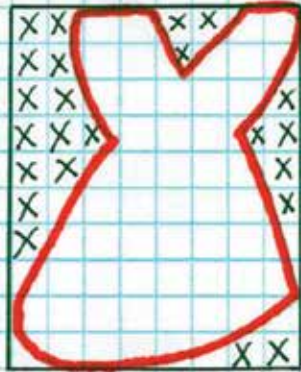


HOW TO MAKE A HUMAN RED DRESS

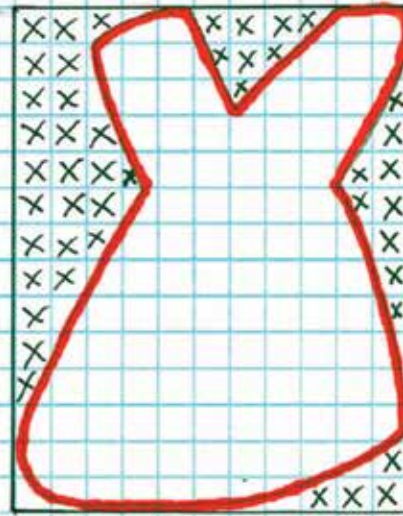
This is a great activity for a school, church or other larger organization. The grid on the next page shows how to mark the outline of the Red Dress. Using the 8 x 10 diagram model as an example, each box represents a person or a distance representation, e.g., 8 yards by 10 yards.

1. Mark out the outline (perimeter) by lining up group members horizontally and vertically.
2. Eliminate positions marked with the black (X) as needed to create the curvature of the dress. Ask group members to stand where the red outline of the dress should be on their grid concepts. It's helpful to have someone with an aerial view communicate with organizers below.
3. Mark the ground with a chalk outline and fill with group members. Increase or decrease individuals as needed depending on how many people or how much space you have.

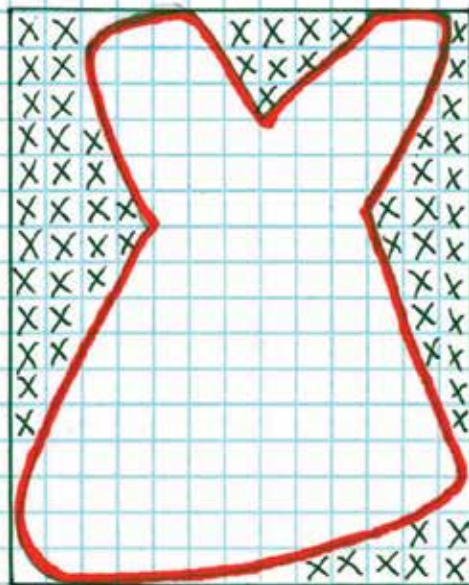




8 x 10



11 x 14



13 x 16



WHAT IS GO RED FOR WOMEN?

Go Red For Women® started more than 10 years ago because the American Heart Association learned that more women were dying from heart disease than men. Now we're the world's largest network of women fighting to protect ourselves from the dangers of heart disease. And we're making a difference!

Each year, 1 in 3 women die of heart disease and stroke. But we can change that because 80 percent of cardiac events can be prevented with education and lifestyle changes.

Get tips on how you can get involved.

Go to **GoRedForWomen.org/WearRedDay**
to learn more. Best of all, it's free!



American
Heart
Association®

life is why™



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Veronica, 52

Congenital heart defect

"We wear the red dress as a symbol for **Go Red** and our heart, but we need to love the woman inside the dress and put our health first so we can continue to be there for our families."