



Friday, February 1, 2008

NATIONAL WEAR *red* DAY

Friday, February 1, 2008, is National Wear Red Day—a day when Americans nationwide will take women's health to heart by wearing red to show their support for women's heart disease awareness. Join the national awareness movement by wearing red on February 1, and encourage your family, friends, and coworkers to do the same.

The Heart Truth is a national awareness campaign for women about heart disease sponsored by the National Heart, Lung, and Blood Institute. The campaign and partner organizations launched the Red Dress as the national symbol for women and heart disease awareness in 2002 to deliver an urgent wakeup call to American women. National Wear Red Day promotes the Red Dress symbol and the message that it carries: "Heart Disease Doesn't Care What You Wear—It's the #1 Killer of Women."

For tools and materials to help you promote *The Heart Truth* activities, including National Wear Red Day, visit www.hearttruth.gov.



U.S. Department of Health and Human Services
National Institutes of Health
National Heart, Lung, and Blood Institute



Women &
Heart Disease