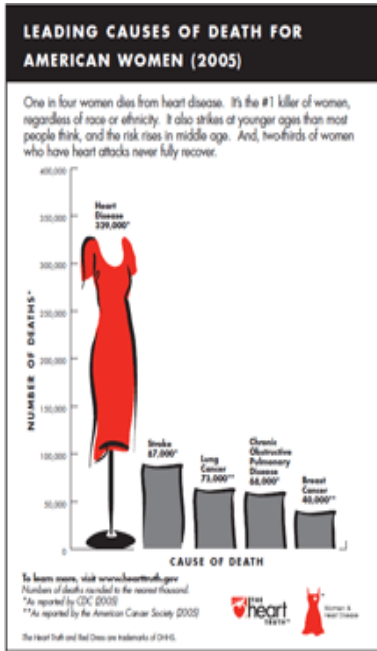




*The Heart Truth*—a national awareness campaign for women about heart disease—created and introduced the Red Dress as the national symbol for women and heart disease awareness in 2002 to deliver an urgent wakeup call to American women



# National Wear Red Day

Friday, February 3, 2012

**National Wear Red Day** is a day when Americans nationwide will wear red to show their support for women’s heart disease awareness. This observance promotes the Red Dress symbol and provides an opportunity for everyone to unite in this life-saving awareness movement by showing off a favorite red dress, shirt, tie or by wearing the Red Dress pin.

Why does Cardiology Associates Foundation avidly support this event? Every woman needs to know about heart disease. The *Heart Truth* is that heart disease is the #1 killer of women.. In fact, one in four women dies of heart disease. But heart disease can also lead to disability and a significantly decreased quality of life.

In 2009, a benchmark survey published in *Circulation* and new data released by the National Heart, Lung, and Blood Institute (NHLBI) of the National Institutes of Health show that awareness among women that heart disease is their #1 killer has reached a plateau. Specifically, the campaign survey showed that though six in 10 women (62 percent) still mention heart disease as their leading cause of the death, awareness dropped from 69 percent in 2009.

In 2010, women who reported recently seeing or hearing about *The Heart Truth* campaign or the Red Dress symbol were substantially more likely than other women to take at least one risk-reducing action as a result (up from 35 percent in 2008 to 57 percent in 2010).

Further, women who were aware of *The Heart Truth* campaign or the Red Dress were significantly more likely to have talked to their doctor about heart disease as well as ask their doctor to assess their risk compared to previous years. The Red Dress®, specifically, continues to be an essential part of inspiring women to take heart-healthy steps. Sixty-five percent of women—up from 45 percent in 2005—report that the Red Dress, along with related health information, would prompt them to talk to their doctor about heart health or heart disease, and two-thirds of women agree that the Red Dress makes them want to learn more about heart disease.

Join the Cardiology Associates Foundation as we continue to be a partner with the National Heart, Lung and Blood Institute, and promote National Wear Red Day in your office, organization or community. Help us make the difference in our communities!

# National Wear Red Day

**Friday, February 3**

## **How Can My Company be Involved in Helping Raise Awareness and Helping the Cardiology Associates Foundation?**

- \* All employees wear **red** on Friday, February 3.
- \* Have office fundraisers during the month of February for the Cardiology Associates Foundation to support our local Women and Heart Disease Programs. An advertisement in the Jonesboro Sun will be ran January 29, February 12 and February 19 highlighting all participating businesses and what they are doing. This also promotes you as a supporter of education on women and heart disease, the #1 killer of women.
- \* If you are a retail store or restaurant, have a percentage of sales, or sell of a designated item income, on a certain day(s) in February, to go to go to Cardiology Associates Foundation for the support of education on women & heart disease. Cardiology Associates Foundation will help you market this to the public through media opportunities if the information is received by January 23.
- \* Display educational material in your office on National Wear Red Day, and in the month of February, for staff and customers to read and take home.
- \* Take pictures of your office and employees on National Wear Red Day and turn them in to KAIT 8 to be displayed on the Region 8 Website and commercials. An overall “Most Creative Wear Red” business winner will be named and pictures may be featured in television commercials!
- \* Request an in-office cardiac educational screening for employees provided by the Cardiology Associates Foundation for National Wear Red Day business participants.

# Fun Fundraising Activities Ideas

## OFFICE, MANUFACTURERS & ORGANIZATIONS

**Silent Auction.** Items are donated by employees for the auction. Employee-made arts and crafts, gift baskets, certificates donated by local businesses, and car detailing by a coworker are some auction item ideas. These items are placed in an area where they can be viewed for a time, usually two or three days.

**Bake-Off.** Contestants bring in baked goods and employees pay to taste the goodies. Create different categories for cakes, cheesecakes, pies and cookies. Employees vote for the best in each category and prizes are awarded.

**Penny War.** The challenge is to raise money by having the highest positive number of pennies in a department penny-war box by the end of the designated time Here are the rules: (1) Nicely wrapped opaque boxes with a coin slot in the top are placed in each department in the morning; (2) Employees put pennies in their department box; (3) Employees drop silver coins into other (opposing) department boxes; (4) The silver cancels out the pennies. The department with the most positive pennies wins. Each member of the winning team wins a prize.

**Win a Day Off.** Sell raffle tickets to win a free vacation day. This is usually a big fund raiser!

**Dress Down Day or Jean Day.** Employees pay to wear jeans or dress out the normal office attire for a day.

**Hoops Contest.** In a safe place, erect a nerf ball basketball hoop. Schedule a time for an elimination shooting match. Associates make a donation to enter the match and the winner receives a prize.

**Office Karaoke Fundraiser.** Have a competition with votes being for a \$1, the person with the most votes win the competition. Consider expanding this event to include clients and vendors.

**Cook-Off!** Have a competition for chili, desserts, appetizers, cookies, etc. and have your employees pay to try all and vote.

**Balloon Pop-**Place prizes like a day off, half-day off, your house cleaned, a massage, dinners, pedicures-manicures, game tickets, t-shirts, etc. Place them in a balloon and employees purchase a chance to pop a balloon.

As for the prizes, some companies ask their vendors and suppliers to donate prizes for this occasion. Other businesses purchase company-logo specialty items to give to the winners Either way, award prizes that reflect the pride of the business or business relationships.

## RETAIL

**Round It Up-**Ask customers if they would like to round up their purchase to the nearest dollar with the proceeds going to Cardiology Associates Foundation.

**Percentage of Sales-**Donate a percentage of sales for the day(s).

**Item of the Day(s)-**Select an item(s) that a portion of sales will be donated to Cardiology Associates Foundation.

**Business Challenge-**Challenge another business(es) to a fundraising competition for Cardiology Associates Foundation.

**Beginning Friday, Feb. 3, we will start the awareness of women and heart disease with Wear Red Day and end it end on March 10 with our Women's Health Conference. The best time to participate will be between these dates and take advantage of all the advertisement!**

# National Wear Red Day

**Friday, February 3, 2012**

**Sign Me Up!**

**Business Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **Zip:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Location Contact:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**We will wear Red on February 3 to support the awareness of women and heart disease to our employees and the public?                      Yes    No**

**We will have office fundraisers in February to support the awareness of women and heart disease to our employees and raise money for our local women and heart disease awareness program though Cardiology Associates Foundation?                      Yes    No**

**We would like to have retail promotion fundraisers in February to support the awareness of women and heart disease to our employees and the public, and raise money for our local women and heart disease awareness program though Cardiology Associates Foundation?                      Yes    No**

**We would like to have restaurant promotion fundraiser in February to support the awareness of women and heart disease to our employees and the public, and raise money for our local women and heart disease awareness program though Cardiology Associates Foundation?                      Yes    No**

**We would like to be provided some educational literature in our place of business for our employees and/or the public to take home with them that educates about women and heart disease?                      Yes    No**

**We are interested in providing a picture and competing in the K8 National Wear Red Day competition?                      Yes    No**

**We will sign up our event/promotion by January 23 to be placed in advertisements?                      Yes    No**

# **National Wear Red Day**

**Friday, February 3**

**Questions?  
Need More Information?  
Need More Supplies?**

**Contact Us!**

**Kim McCray, Chairman**  
**kimberly.mccray@arkansas.gov**

**Emily Lard**  
**eklfun@aol.com**

**Mail or Fax “Sign Me Up” Forms To:**  
**Cardiology Associates Foundation**  
**361 Southwest Drive PMB 140**  
**Jonesboro, AR 72401**  
**Fax to: 870-934-0112**

**By January 23, 2012**