



THE RED DRESS IS THE NATIONAL SYMBOL FOR WOMEN AND HEART DISEASE AWARENESS

National Wear Red Day

National Heart, Lung, and Blood Institute Urges Americans to Wear Red and Take Action for Heart Health

Friday, February 6, 2009, is National Wear Red Day, when thousands of Americans across the country will wear red to unite in the national movement to remind everyone that heart disease is the #1 killer of women. The day serves as a personal and urgent wake-up call for women about their risk for heart disease. Heart disease is preventable and getting serious about heart disease can mean a longer, healthier life.

Simply wear your favorite red dress, tie, or shirt on National Wear Red Day and help inspire others to take action to reduce their risk for heart disease. National Wear Red Day is a program of *The Heart Truth*, an awareness campaign for women and heart disease that rallies the women's health community, major corporations, and community groups toward a common goal of greater awareness and better heart health for all women.

Starting on National Wear Red Day, for the first time ever, the public can bid on a selection of designer dresses from *The Heart Truth's* celebrity red dress fashion shows through an online auction partnership with Clothes Off Our Back (www.clothesoffourback.org).

You can also support women and heart disease awareness by wearing the Red Dress Pin, available at www.hearttruth.gov or by calling the NHLBI Health Information Center at 301-592-8573 (TTY: 240-629-3255).

If you or your organization needs help planning and promoting a National Wear Red Day activity, visit *The Heart Truth's* National Wear Red Day Online Toolkit. This free promotional resource is available at www.hearttruth.gov, and provides a wide range of National Wear Red Day activity ideas, downloadable tools, and resources.

For additional information please visit www.hearttruth.gov, or email media@hearttruth.org.

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The Heart Truth, a national aware campaign for women about heart disease, is sponsored by the National Heart, Lung, and Blood Institute (NHLBI), part of the National Institutes of Health of the U.S. Department of Health and Human Services. The Heart Truth created and 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.

