



# FRIDAY, FEBRUARY 1, 2013 NATIONAL WEAR RED DAY®



**Friday, February 1, 2013, 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 1st, and encourage your family, friends, and coworkers to do the same.

*The Heart Truth*® is a national awareness campaign for women about heart disease and is 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](http://www.hearttruth.gov).



**U.S. Department of Health and Human Services**  
National Institutes of Health

