



# 2015-2016 Circle of Red Society

## We Are InspiRED

### What is Go Red For Women?

Go Red For Women is the American Heart Association's national campaign to increase awareness of heart disease — the leading cause of death for women — and to inspire women to take charge of their heart health. The grassroots campaign has since grown into a vibrant national movement as more women, men, celebrities, healthcare professionals and politicians embrace and elevate the cause of women and heart disease. The year-long campaign, kicks off at the annual Valparaiso Go Red For Women Movement on Feb. 19, 2016; and this year chaired by Catherine Fulton, Friend of Heart and Representative For Porter Home Health, provides women of all generations with tips and information on healthy eating, exercise and risk factor reduction, such as smoking cessation, weight maintenance, blood pressure control and blood cholesterol management.

### Go Red For Women has four components in Northwest Indiana:

- ♥ Public education to increase awareness that heart disease is the No. 1 killer of women
- ♥ Educating healthcare professionals to assure that providers treat women according to guidelines
- ♥ Inspiring the woman of NWI to stand up and make a difference for her family, workplace and community
- ♥ Raising funds for women's awareness, education and research programs

### What is Circle of Red Society?

An elite group of women, chaired by Catherine Fulton, who have the influence and resources to significantly impact the community by providing a personal commitment to help find a cure for the No. 1 killer of women. These dynamic women leave a LEGACY. They are an ambassador for our life-saving mission.

### What difference am I making with my participation in the Circle of Red?

- ♥ Help fund research grants needed to find a cure for the No. 1 killer of women
  - Dedication solely committed to female research and education, with less than 8% going to administrative
- ♥ Decrease the number of child deaths under the age of 15 (**2,100 total annual deaths**) due to congenital heart defects
- ♥ Increase continuing medical education (CME) programs to help physicians incorporate the association's guidelines for preventing heart disease among women
- ♥ Increase the awareness and prevention. "About one out of every **three** women dies of heart disease, stroke and other cardiovascular diseases."

### Recognition received as a Circle of Red Society Member:

- ♥ (2) Two VIP Seats at the Go Red for Women Symposium in Merrillville, IN on 03.03.2016
- ♥ (4) Four seats to any community proclamation, such as Valparaiso Goes Red on 02.19.2016 in Valparaiso, IN
- ♥ Receive a special gift to signify your commitment to Circle of Red
- ♥ Have the opportunity to be a part of a special mission-focused gathering for the Society Members
- ♥ Personalized Sign Board, with visibility at the Heart Walks, Go Red For Women Events (Valparaiso Goes Red, Symposium, LaPorte Goes Red and additional local educational engagements for one year; with renewing option
- ♥ Listing as Circle of Friends in the Symposium Program Book
- ♥ Participate in a photo shoot at the Symposium Event; and additional opportunities as they arise
- ♥ Invitations to all Go Red For Women related events and American Heart Association local events

Dedication of \$1,000 is not billable until 2016, to advance the life-saving mission of the Go Red For Women Movement.

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