



*We Are Inspi**RED**!*

### **What is Men 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. One movement of Go Red For Women is the Men Go Red For Women. This movement is made up dynamic, committed and passionate men who significantly impact the community through their dedication, in honor of the women of Northwest Indiana.

These dynamic men leave a LEGACY. They are ambassadors for the life-saving mission of the American Heart Association and American Stroke Association.

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

- ♥ Public education to increase awareness that heart disease is the No. 1 killer of men and women
- ♥ Educating healthcare professionals to assure that providers treat women according to guidelines
- ♥ Inspiring the man of NWI to stand up and fight for the ladies that they love
- ♥ Raising funds for women's awareness, education and research programs

### **What difference am I making with my participation in Men Go Red For Women?**

- ♥ 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 Men Go Red For Women 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 or LaPorte Goes Red on 04.08.2016 in Michigan City, IN
- ♥ Receive a special gift to signify your commitment to Men Go Red For Women
- ♥ Have the opportunity to be a part of a special mission-focused gathering for the 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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