

Healthy For Good

What is American Heart Month?

American Heart Month, a federally designated event, is an ideal time to remind Americans to focus on their hearts and encourage them to get their families, friends and communities involved.

Fun Facts:

- The first American Heart Month, which took place in February 1964, was proclaimed by President Lyndon B. Johnson via Proclamation 3566 on December 30, 1963.
- The Congress, by joint resolution on that date, has requested the President to issue annually a proclamation designating February as American Heart Month.
- At that time, more than half the deaths in the U.S. were caused by cardiovascular disease.

It is important to realize that cardiovascular disease knows no borders. Cardiovascular disease, including heart disease and stroke, remains the leading global cause of death with more than million deaths each year. That number is expected to rise to more than 23.6 million by 2030.

During February, volunteers, survivors and supporters amplify Go Red for Women's lifesaving message to keep awareness high and prompt action including, but not limited to, knowing your numbers and family history, recognizing the signs and symptoms of both a heart attack and stroke, learning CPR, making a healthy behavior change and more.

One is Too Many – 1 in 3 women will lose their life to cardiovascular disease

One in three – that's a powerful number and it doesn't represent something that happens to other women. It's happening to our mothers, our sisters, our friends and to some of us. We know that our youngest, most diverse generations are the least aware, which makes our work more urgent than ever. Why? Because losing even one woman is simply not an option.



Ways to Get Involved During Heart Month

Life is Why Consumer Campaigns

ROUTE ONE APPAREL

Route One Apparel is selling masks during Heart Month to raise money for the American Heart Association. For every AHA red heart mask you purchase, RouteOne will donate 30% of the proceeds back to the AHA! For more info, visit their website!



S MYTH Jewelers

Smyth Jewelers is proud to support The American Heart Association on National Wear Red Day with both an in-store and online campaign! On February 5th, you can visit any of the Smyth Jewelers three locations, or shop online to make an impact on the mission of The American Heart Association. 10% of purchases (maximum donation of \$100 per customer) made in-store or online using the special code "AHA" will go back to benefit the AHA. Thank you to local businesses like Smyth Jewelers for helping to paint the town RED! #TreatYourself #GoREDMD

During the month of February you can give back to the AHA at check out in Weis supermarkets and Big Lots stores!

Heart Month Events

February 5th:



Wear Red Day-

American Heart Month. We are excited to kick off Heart Month with National Wear Red day on Friday, February 5th. Community teams, companies, and survivors around the nation go red to create awareness around the No.1 killer in the world...heart disease.

- Get your employer and family members to literally "go red!" by wearing your favorite red outfit, accessories, or shoes on this national awareness day.

- Take photos and post on social media using the hashtag #GoRedMD

Go Red for Women Wear Red Day Launch-

Happy National Wear Red Day! Please grab your lunch, put on your favorite red outfit, and join us for a heart to heart. please click [here](#) for more information and to register! The webinar is free to attend, please share with friends, family, coworkers, peers, and anyone else that could benefit from our heart to heart.

Questions can be directed to:

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2021 Heart Walk Website is Live!

We are excited to announce that the 2021 Heart Walk Campaign is live! We look forward to another year of celebrating survivors, honoring love ones, and raising funds to further the mission of the American Heart Association.

Check out the new Heart Walk Headquarters here! Make sure to navigate to the Resources Tab to personalize your page and connect your Facebook Fundraiser. If you need any assistance registering for the Heart Walk or navigating the Heart Walk HQ, please reach out to your Heart Walk Director!

Thank you for your continued support of the Heart Walk and the American Heart Association. We can't wait to work with you again to drive impact in the community.

For more information, please contact Sydney Engelhardt at Sydney.Engelhardt@heart.org