

Reading Bi-Weekly Update

February 5, 2015



National **Wear Red** Day – February 6, 2015

1 in 3 women die of heart disease and stroke each year. Celebrate National Wear Red Day with Go Red for Women on Friday, February 6th to help save women's lives. Join the movement nationwide and learn how you can honor women like you on this important day in the information below.

Ask any stylist, job coach or dating expert and they'll tell you that red stands out. Eyes are immediately drawn to it. Some even say that the color red is a confidence booster and makes you feel powerful. Maybe that's why we chose the color red to signify our fight against the No. 1 killer in women. Maybe it's just a coincidence that it's also the color of our hearts.

In 2003, the American Heart Association and the National Heart, Lung and Blood Institute took action against a disease that was claiming the lives of nearly 500,000 American women each year – a disease that women weren't paying attention to. A disease they truly believed affects more men than women.

Stemming from that action, National Wear Red Day was born. It's held on the first Friday in February every year to raise awareness about heart disease being the No. 1 killer of women.

This coming National Wear Red Day, February 6th marks our 12-year anniversary. And looking back on all we've accomplished, we've really made tremendous strides. They include:

- Nearly 90% of women have made at least one healthy behavior change.
- More than one-third of women have lost weight.
- More than 50% of women have increased their exercise.
- 6 out of 10 women have changed their diets.
- More than 40% of women have checked their cholesterol levels.
- One third of women have talked with their doctors about developing heart health plans.

But despite our progress, women are still dying. They're still unaware of their risks and the facts. And now is not the time for complacency. It's time to stand stronger, speak louder and join us in the fight this National Wear Red Day.

To celebrate National Wear Red Day® on Feb. 6, 2015, Go Red For Women launched the America Goes Red Challenge! We challenged America to Go Red bigger than ever this year.

Wear red, Go Red, or paint your community red, and then share your pictures using #GoRedSelfie through February 28th to get involved. You can also start a National Wear Red Day® Fundraiser to show your support. When you Go Red, you help save women's lives through greater support, research and funding.

In 2004, the AHA created Go Red for Women to educate women on heart disease, help women come together to show their support, and increase funding for heart disease research and treatments for those in need.

Since the first National Wear Red Day® in 2003, we've made tremendous strides in the fight against heart disease in women. Through research and education to healthy lifestyle changes, we're proud that:

- Nearly 90% have made at least one healthy behavior change.
- More than one-third has lost weight.
- More than 50% have increased their exercise.
- 6 out of 10 have changed their diets.
- More than 40% have checked their cholesterol levels.
- One third has talked with their doctors about developing heart health plans.
- Today, nearly 300 fewer women die from heart disease and stroke each day.
- Death in women has decreased by more than 30 percent over the past 10 years.

Learn more about National Wear Red Day® at www.goredforwomen.org and get started on Going Red with their free How-to-Guide. Join Go Red for Women now to be part of the movement that matters to women's lives!



Questions: If you have any questions about all the activity going on around town... just ask and we will find you the answer!

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