



## Wear Red Canada

February 13

**Heart and vascular disease is the leading cause of hospitalization and premature death for women in Canada.**

Globally, cardiovascular diseases affect 1 out of 3 women, yet women everywhere are under-studied, underdiagnosed, under-treated, and under-aware when it comes to their heart and vascular health. The good news is that 80% of risk factors for heart and vascular diseases are largely preventable.

**Wear Red Canada** is celebrated annually across Canada on February 13th to raise awareness about women's heart and vascular health. Proudly hosted by the [Canadian Women's Heart Health Alliance](#) and funded by the [Canadian Women's Heart Health Centre](#).

Events are held online and across the country to serve as a reminder for all those in Canada, but especially women, to be mindful, curious, and proactive in the management of our heart health and wellness.

## How to Get Involved

**Wear red on February 13!** Post photos of you wearing red on social media using the hashtags #HerHeartMatters or #WearRedCanada.

**Share our 5 key messages.** Share with your friends, family and colleagues, or post on social media using the #HerHeartMatters hashtag to join the conversation.

**Get active with the Wear Red Canada Movement Challenge!** Run, walk, ski, snowshoe, do yoga - anything goes! Track your progress towards a cumulative distance of five or 10 km or a time of 30 or 60 minutes of physical activity of your choice within the month of February. All registrants will receive a medal and t-shirt!



CANADIAN WOMEN'S  
HEART HEALTH CENTRE

NATIONAL  
ALLIANCE



HER HEART MATTERS  
WEAR RED CANADA • FEB 13

**Attend or create an event.** Keep an eye out on our [website](#) and social media for virtual and in-person events near you. Have an idea to raise awareness about women's heart health? Let us know how we can help!

**Request a presentation.** Learn about heart disease in women - request a free presentation for your workplace, clinic, school, social club, or other group and start the conversation today.

Teach youth about women's heart health with our free, one hour **Lesson Plan for High Schools.**

**Light the town red.** Join our growing list of businesses, bridges, billboards and other landmarks across Canada by lighting up in RED on February 13.

**Proclaim February 13 as "Wear Red Canada" day.** Show your support by joining other municipalities, provinces and territories in officially marking this important day.

**Follow us on social media** and be part of the #HerHeartMatters community. Join our [Wear Red Canada Facebook Group](#), follow us on [Twitter](#), and [Instagram](#). Search for @CWHHAlliance.