



**HER HEART MATTERS**  
WEAR RED CANADA • FEB 13

**ELLE NOUS TIENT À CŒUR**  
TLM EN ROUGE • 13 FÉVRIER

## General

JOIN US on February 13 for #WearRedCanada! Wear RED in support of women & their families who've been affected by heart and vascular disease. Help raise awareness for #WomensHeartHealth!

#HerHeartMatters @CWHHAlliance [WearRedCanada.ca](https://WearRedCanada.ca)

## Key Messages

### Key Message 1 - option 1

Heart and vascular disease is on the rise and is the leading cause of death for women worldwide. Help raise awareness on February 13 for #WearRedCanada!

To learn more, visit [WearRedCanada.ca](https://WearRedCanada.ca). #HerHeartMatters @CWHHAlliance

### Key Message 2

Heart attack symptoms go unrecognized in over 50% of women. Learn about the symptoms and help us raise awareness on February 13 for #WearRedCanada.

Visit [WearRedCanada.ca](https://WearRedCanada.ca) for more info. #HerHeartMatters @CWHHAlliance

### Key Message 3

The types of heart and vascular disease can be different for women than for men. To learn more about the various types visit our website, [WearRedCanada.ca](https://WearRedCanada.ca) and join us on Feb 13 to raise awareness about #WomensHeartHealth.

#HerHeartMatters @CWHHAlliance

### Key Message 4

Women can be at greater risk for heart and vascular disease than men. To learn more about these conditions, visit [WearRedCanada.ca](https://WearRedCanada.ca). Join us on Feb 13 and help spread awareness about heart and vascular disease in women.

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## Key Message 5

There is a lot we can all do to help reduce the risk. To take care of others, you need to first take care of yourself. Learn more at [WearRedCanada.ca](http://WearRedCanada.ca) and join us on Feb 13 to raise awareness about #WomensHeartHealth.

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## Wear Red Canada Movement Challenge

Have you registered for the #WearRedCanada Movement Challenge? Run, walk, ski, snowshoe... or dance! Join the community from coast-to-coast-to-coast and get active!

Help support women's heart and vascular health initiatives like [WearRedCanada.ca](http://WearRedCanada.ca).

#HerHeartMatters @CWHHAlliance

## National Webinar

Have you registered for the #WearRedCanada National Webinar? Don't miss out!

Join us on Feb 13 @ 12 pm ET for: Women's Hearts in Every Season: Protecting Your Health at Every Stage of Life

Register here: <https://bit.ly/2026WRCWebinar>

#HerHeartMatters @CWHHAlliance

## Events - Option 1

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

Get involved and help raise awareness. On February [day] - join us at [insert location] for [title of event].

[WearRedCanada.ca](http://WearRedCanada.ca) #HerHeartMatters @CWHHAlliance



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## Events - Option 2

Get involved! See what's happening in your community and across Canada! View all upcoming events on our Events page: <https://cwhha.ca/events/>

#HerHeartMatters @CWHHAlliance

## Light the Buildings Red

On Feb 13, we're lighting our building [ex. the Marriott] RED in support of women & their families who've been affected by heart and vascular disease.

Visit [WearRedCanada.ca](http://WearRedCanada.ca) for more information.

#HerHeartMatters #WearRedCanada @CWHHAlliance

[Tag building handle '@' + hashtag of the city]

## Proclamations

On February 13, [insert Province name] recognizes Wear Red Canada Day to raise awareness about heart and vascular disease in women.

Heart disease remains a leading cause of premature death for women, yet symptoms are often missed or misunderstood. Wear red to show your support and help spark important conversations.

Learn more at [WearRedCanada.ca](http://WearRedCanada.ca)

#WearRedCanada #HerHeartMatters @CWHHAlliance