



**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](http://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](http://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](http://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](http://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. Join us on Feb 13 and help spread awareness about heart and vascular disease in women.

#HerHeartMatters @CWHHAlliance



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

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

## 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 and join us on Feb 13 to raise awareness about #WomensHeartHealth.

#HerHeartMatters @CWHHAlliance

## 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.

#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 #HerHeartMatters @CWHHAlliance



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

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

## 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