



THE HEART TRUTH: Calendar of Events

Throughout February, *The Heart Truth* and its partners have planned a number of events nationwide designed to serve as a red alert for women during American Heart Month. These activities will help promote the Red Dress as the national symbol for women and heart disease awareness and will give women a personal and urgent wake-up call about their #1 killer.

Visit www.hearttruth.gov for the most recent schedule of activities.

JANUARY

- January 13: Sister to Sister: Everyone Has A Heart Foundation, Inc. luncheon for human resources managers with Red Dresses on display from *The Heart Truth's* Red Dress Collection 2004; Washington, DC.
- January 14-15: *The Heart Truth* in Tupelo, Mississippi.
- January 26: WomenHeart: the National Coalition for Women with Heart Disease introduces the Red Bag of Courage; Washington, DC.
- January 28: American Society of Association Executives Red Dress luncheon and free heart health screenings; Washington, DC.

FEBRUARY

- February: *The Heart Truth's* Red Dress Collection window display at Rockefeller Center; New York City.

Public Television Special; *Heartbeat to Heartbeat: Women and Heart Disease*. (check your local television listings)
- February 1: The President of the United States is expected to issue a proclamation declaring February American Heart Month and designating Friday, February 4 as the second annual National Wear Red Day.
- February 4: **National Wear Red Day**
Men and women across the country will wear red to join the national movement to give women a personal and urgent wake-up call about their risk of heart disease.
- February 4: The Royal Brompton Hospital in London, England, with the National Women's Health Alliance, and The Cardiothoracic Center in Liverpool, England celebrate women's heart disease awareness by participating in Wear Red Day.

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- February 4: **Red Dress Collection 2005 Fashion Show**
 NHLBI's Red Dress symbol returns to center stage as the Red Dress Collection 2005 debuts at Olympus Fashion Week in New York City. The unique fashion show brings together on one runway more than 20 of the most distinguished celebrities and the fashion industry's top designers to showcase a new collection of Red Dresses created exclusively for *The Heart Truth* campaign to raise awareness about heart disease, the #1 killer of women.
- February 4: "Love your Heart" Gala in Roosevelt, Utah.
- February 4, 9: ***The Heart Truth's Heart Disease Risk Factor Screenings***
 Free heart disease risk factor screenings for Olympus Fashion Week attendees will be available at Bryant Park in New York City on Friday, February 4, from 10 a.m. to 2 p.m. and 3 p.m. to 5 p.m., and on Wednesday, February 9, from 10 a.m. to 5 p.m.
- February 8: YWCA Southeastern Massachusetts Red Dress fashion show and silent auction; North Dartmouth, Massachusetts.
- February 17: 25th anniversary of Saint Luke's Mid America Heart Institute and public forum on *The Heart Truth About the Hearts of Women*; Kansas City, Missouri.
- February 18: National Women's Heart Day health fair and free screenings sponsored by Sister to Sister: Everyone Has A Heart Foundation, Inc.; Atlanta, Baltimore, Boston, Charlotte, Chicago, Dallas, Los Angeles, Miami, New York, Philadelphia, St. Louis, and Washington, DC.
- February 26: *Heart and Style: Living Long and Living Well* health and lifestyle fair and conference, in conjunction with *The Heart Truth* and the Office on Women's Health, U.S. Department of Health and Human Services; Washington, DC.

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Press only: For more information about *The Heart Truth* campaign and its Red Dress symbol, contact Sally McDonough at (202) 452-7815 or by mobile at (571) 259-1481. Photography supporting the campaign is available at www.hearttruth.gov.

