

Friend of Heart,

Cardiovascular disease and stroke claims more women's lives than the next seven causes of death combined—about 500,000 women's lives a year. The American Heart Association is working hard to reduce, and one day destroy these numbers.

The good news is that cardiovascular disease is mostly preventable, so understanding the serious health threats that exist can make a lifesaving difference.

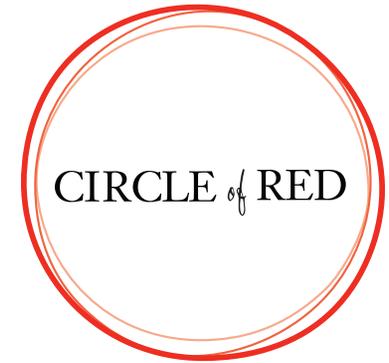
The "Go Red for Women" campaign by the American Heart Association is a national call to women to take charge of their heart health and live stronger, longer lives.

Circle of Red is a group of women committed to this very goal. Help us achieve this goal by joining Circle of Red and supporting the American Heart Association's mission of "Building healthier lives, free of cardiovascular diseases and stroke."

We would be honored to have you join our Circle of Red group. Your support of the American Heart Association and its mission by making a personal donation to join would be priceless. I look forward to seeing you at the next exclusive and informative Circle of Red Event!



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Our Hearts. Our Choice.

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What is Circle of Red?

Go Red for Women is the American Heart Association's national campaign to increase awareness of heart disease—the leading cause of death for women—and to inspire women to take charge of their heart health.

Come join a committed group of women who want to make a difference. Our core belief is heart health and our motto is “it starts with me”.

Circle of Red is an elite group of women who have the passion and resources to significantly impact the community by providing a personal commitment of **\$1,000** or more to help fund research that is designated to find a cure for the number one killer of women and are willing to engage their friends to commit to a level of personal or corporate giving (commitment is separate from a group sponsorship).

Circle of Red members are invited to exclusive gatherings to hear powerful messages from passion speakers and survivors and allows them a time for networking. Each gathering is hosted at a different location and boasts a fun and educational keynote speaker.

Circle of Red members will be empowered with the knowledge and motivation needed to make positive lifestyle changes that will help reduce their risk of heart disease.

Circle of Red members serve as ambassadors in this community because we know that the best way to eradicate the *#1 killer of women* is to educate one another by getting women talking. We can change the health of our families, our communities, and the world by accepting that “it starts with me” first. By being a **Circle of Red** member you can make a difference. **Will you join us?**

WOMEN MAKING A DIFFERENCE FOR WOMEN!

Where does your contribution go?

Dollars raised through Circle of Red will fund research, public and professional education programs, and community service activities for women. In the past year, the American Heart Association has funded more than \$1.3 million in research in Louisiana.

What are the benefits of being a Circle of Red Member?

- Help fund research grants needed to find a cure for Acadiana's #1 killer of women
- Help fund the continuation of community programs and outreach in Acadiana and surrounding areas.
- Attend exclusive “Members Only” events and expand your knowledge of cardiovascular disease and stroke
- Recognition through media opportunities including billboards, newspaper articles and social magazines
- Signature “Red Dress” pin
- VIP Seating at the 2013 Go Red for Women Luncheon
- Circle of Red recognition from the podium at the 2013 luncheon



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Upcoming Events

May 2012
Heart Ball

September 2012
Painting with a Twist

November 2012
Photo Shoot

February 2013
Go Red for Women Luncheon



The Perception

Only 13% of women identified heart disease and stroke as their #1 health threat.

Most women perceive breast cancer as the leading health problem and cause of death of women today.

The Reality

In every year since 1984, CVD has claimed the lives of more females than males. 42% of the women who die each year, die from some form of cardiovascular disease. 1 in 3 died from cardiovascular disease last year, while 1 in 29 died from breast cancer.



Signs & Symptoms of Heart Attack in Women

Chest Pain or Discomfort
Shortness of Breath
Nausea/Vomiting
Lower Back or Jaw Pain