



nationally sponsored by



Potential Red Tie Society Members,

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

The Red Tie Society is a group of men who support and advocate for the heart health of the women in their lives. Proceeds raised go to directly impact women’s cardiovascular disease research, awareness and education.

Members of the Red Tie Society 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 the women in our lives talking. We can change the health of our families, our communities and the world by accepting that “it starts with me” first. By becoming a Red Tie Society member you can make a difference today.

Will you join us?

(mail only)  
139-B James Comeaux Road #596  
Lafayette, LA 70508  
Ph: 337.316-0951  
Deborah.pierce@heart.org

Deborah Pierce  
Regional Director



*Men Go Red*  
*for Women*

We Invite the men in our community to join the exclusive Red Tie Society, which supports and advocates for the heart health of the women in their lives.

## What is the Red Tie Society?

A group of men who have the influence and resources to support the Go Red for Women movement through a personal gift to the American Heart Association of \$1,000.

## What is Go Red for Women?

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. The grassroots campaign has since grown into a vibrant national movement as more women, men, celebrities, healthcare professionals and politicians embrace and elevate the cause of women and heart disease.

## Go Red for Women & the Red Tie Society seek to change women's lives by:

- Offering public education to increase awareness that heart disease is the No. 1 killer of women
- Educating of healthcare professionals to ensure providers treat women according to guidelines
- Educating lawmakers about this issue and the specific risk women face
- Raising funds for women's awareness, education and research programs

## Recognition as a Red Tie Society 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 Tie
- 3 cards sent out to honor the women in your life
- VIP Seating at the 2013 Go Red for Women Luncheon
- Red Tie Society recognition from the podium at the 2013 luncheon

## Upcoming Events

May 2012  
Heart Ball

September 2012  
Networking Event

November 2012  
Photo Shoot

February 2013  
Go Red for Women Luncheon

## Your donation could:

- Give patients the tools they need by increasing continuing medical education programs. More doctors help more patients by incorporating the American Heart Association's guidelines for preventing heart disease in women.
- Save children's lives by decreasing the number of young people under age 15 who die of congenital heart defects.
- Encourage action. More than 1 million women have joined the fight against heart disease and 96% of them have taken some action to improve their health. Women who join Go Red for Women receive vital information to help them improve their health.



## 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 2 died from cardiovascular disease last year, while 1 in 29 died from breast cancer.