



CANADIAN WOMEN'S
HEART HEALTH CENTRE

NATIONAL
ALLIANCE



HER HEART MATTERS

WEAR RED CANADA • FEB 13

Outreach Email Template - English

Dear _____,

Heart disease is the leading cause of hospitalization and premature death for women in Canada. Globally, cardiovascular diseases affect 1 out of 3 women, yet women everywhere are under-studied, under-diagnosed, under-treated, and under-aware when it comes to their cardiovascular health. Worse, considering that 80% of a woman's risk factors are within her control, heart disease is largely preventable.

The Canadian Women's Heart Health Alliance (CWHHA) is proud to host the 7th annual [Wear Red Canada](#) campaign on Thursday, February 13th, 2025 to raise awareness about women's heart and vascular health. We hope you'll join in and **WEAR RED** to help raise awareness for women's heart health. Post your photo on social media with the hashtags **#HerHeartMatters** and **#WearRedCanada**.

Here are additional ways to get involved:

- **[Share our 5 key messages](#)**. Share with your friends, family and colleagues, or post on social media using the #HerHeartMatters hashtag to join the conversation.
- **[Get active with the Wear Red Canada Movement Challenge!](#)** Run, walk, ski, snowshoe, do yoga - anything goes! Track your progress towards a cumulative distance of five or 10 km or a time of 30 or 60 minutes of physical activity between February 13-28, 2025.
- **[Attend an event](#)**. Keep an eye out on our [website](#) and social media for virtual and in-person events near you.
- **[Request a presentation](#)**. Learn about heart disease in women - request a free presentation for your workplace, clinic, school, social club, or other group and start the conversation today.
- **[Follow us on social media](#)** and be part of the #HerHeartMatters community. Join our [Wear Red Canada Facebook Group](#), follow us on [Twitter](#), and [Instagram](#) at @CWHHAAlliance.

We want you to be mindful, curious, and proactive in the management of our heart health and wellness. Your participation is important! Together, we can make a difference for women everywhere.

Sincerely,

(Title, institution)

2025 Wear Red Canada Planning Team