



American Heart Association.



# #WearRedDay NATIONAL WEAR RED DAY

Friday, February 2, 2024



**Take these concepts and run with them! We can't wait to see your creativity shine on social media.**

- **Share Your Story!** Get real, get vulnerable and inspire others. We find these are the most impactful posts. Share why women's heart health is important to you.
- **Get Ready With Me:** Compile clips of yourself getting ready for National Wear Red Day. Your outfit options, skincare routine, healthy breakfast, morning meditation, hurrying the kids out the door in their red, etc. Have fun with it! Go big and record a voiceover with the reason you're wearing red and how others can get involved.
- **Top 5 Reasons to Go Red:** Film something simple (ex. red shoes out for a walk) and overlay text listing five reasons you go red. They could be serious facts or something fun (ex. I am a woman with a heart, red looks good on me, etc.)
- **Snap and They Appear:** Invite your family, roommates, neighbors or coworkers to get in on the fun and use a [snap transition](#) to make each person "appear" in your video.
- **Before and After Outfit Change:** Show us your glow up!
- **A Day in the Life of Heart Survivor:** If you're a survivor, show us how that does and does not impact your life. YOU are why we wear red, you're the heartbeat of what we do.
- **Tribute to the Person You're Wearing Red for:** Are you wearing red for someone special? Share your bond with video moments, photos and a voiceover sharing the reason they inspire you.
- **Highlight the Women You Go Red for:** Create a post with multiple photos. Start with a selfie in your red and then include a photo of all the women in your life who you wear red for.
- **Get Sentimental for Your Kids or Grandchildren:** The little ones need you here and healthy. Are you going red to be here for their graduation? Wedding? To set a good example? To see them hit their first homerun? String together some sentimental video clips of your kids and end with you wearing red and why you're doing it for them.
- **Turn Your Favorite Healthy Activity Red:** If you love to cook, what is a healthy red-themed meal you can make? If you play a sport switch up your gear to red. You get the gist.

If you have questions reach out to [Jacque.Marianno@heart.org](mailto:Jacque.Marianno@heart.org).

Go Red for Women is nationally sponsored by

