Every February, AHA Heart Month and National Wear Red Day reach billions of women, building awareness of heart-healthy lifestyles.

Since GRFW began, heart-disease deaths have been cut by 30%, saving 275 lives every day and 670,000+ total saved lives.

Go Red For Women has raised $350 million for research and education, which helped swifter action to improve heart health.

Women who Go Red are more likely to make healthy choices.

- 89% make at least one healthy behavior change.
- 61% began eating healthier.
- 54% started exercising.
- 43% checked their cholesterol.
- 37% lost weight.

Women are why. Life is why. You are how.