

Go Red for Women goes digital, expands format

American Heart Association's Go Red for Women event transforms into a four-week digital experience starting March 22

A new Go Red for Women experience is coming to Western New York.

The popular Go Red for Women luncheon will be transformed into a four-week "Get RED-Y to Go Red" online program to support the fight to end heart disease and stroke.

Starting March 22, program participants can access live, interactive webinars each week on a series of topics, including nutrition, how stress and sleep can impact health, women breaking barriers, and taking back control. In addition to webinar content, the next level of registration also includes weekly on-

line fitness classes. The program will culminate in the Go Red for Women Luncheon Celebration at noon Thursday, April 15. The live digital luncheon celebration will be free to access. Tickets to access the entire experience and live digital luncheon start at \$25. Participants can register for all or portions of the "Get RED-y to Go Red" experience at <http://gored-buffalo.heart.org>.

A press release stated, "Go Red for Women is dedicated to removing the barriers women face to experiencing good health and wellbeing. That includes raising awareness of the risks for women, empowering women to



take control of their health, closing gender gaps in research and STEM fields and more.

"With the evolving impact of coronavirus in communities across the country, many women are facing new challenges keeping them from their day-to-day activities. The Go Red for Women luncheons nationwide moved digital to support women where they are and continue to spotlight the lifesaving work of the Association and the Go Red for Women movement. These signature events will

be held as a virtual gathering, to prioritize the safety and wellbeing of guests and families during the COVID-19 public health crisis.

"While nearly 80% of cardiac events may be prevented, cardiovascular disease continues to be a woman's greatest health threat. One in three women live with some form of cardiovascular disease and it's on the rise in younger women.

"To prevent cardiovascular disease, women should understand family health history, know their numbers and make lifestyle changes like moving more, eating smart and managing their blood pressure. Risk factors that are within women's control include smoking, high cholesterol, high blood pressure, physical inactivity, poor diet, obesity/overweight and diabetes."

This year marks the 17th anniversary of the American Heart Association's launch of the Go Red for Women Movement nationwide. Go Red for Women is rooted in raising awareness among women that cardiovascular disease is the leading cause of death for women around the world.

The Buffalo Niagara Go Red for Women Celebration is sponsored nationally by CVS Health and locally by signature sponsor Catholic Health Heart Center at Mercy Hospital of Buffalo; gold level sponsor D'Youville College; silver level sponsors Harter, Secrest & Emery LLP, Lake Shore Savings, United Healthcare and Walsh Duffield; "Beyond the Table" sponsors Buffalo Sabres, Erie County Medical Center and National Grid; #GoRedGetFit sponsors Buffalo Barre + Breath, Sweaty Society and Rise Fitness Studio; and media sponsors Buffalo Healthy Living and WKBW.

The American Heart Association is a relentless force for a world of longer, healthier lives. It is dedicated to ensuring equitable health in all communities. Through collaboration with numerous organizations, and powered by millions of volunteers, it funds innovative research, advocate for the public's health and share lifesaving resources. The Dallas-based organization has been a leading source of health information for nearly a century. Connect at heart.org, on Facebook and Twitter, or by calling 1-800-AHA-USA1.

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