

## NEWS RELEASE



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**For Immediate Release**

### **Halifax Regional Wants the Roanoke Valley to “Go Red” and Fight Heart Disease National Wear Red Day® is February 1<sup>st</sup>**

**ROANOKE RAPIDS, NC (January 30, 2013)**— On a mission to educate woman about cardiovascular disease, Halifax Regional is making a big push for the community to “Go Red” on Friday, February 1<sup>st</sup> which is National Wear Red Day®. Halifax Regional is participating in this national health observance to bring awareness to the Roanoke Valley about the impact and affects of heart disease in women.

Heart disease is the number one killer of women and is more deadly than all forms of cancer...combined. The myth still prevails that heart disease is a man’s disease and that cancer is a bigger threat to women’s health. In order to bring more attention to cardiovascular disease in women and educate them on heart health, Halifax Regional staff will wear red on Friday, February 1<sup>st</sup> and decorate the main lobby with a sea of red balloons.

To culminate National Wear Red Day® Halifax Regional is encouraging the community to get involved with the movement and wear red. Additionally, Halifax Regional will offer several engaging and educational activities that are open to everyone in the community. A host of “Go Red” activities will include:

- Giving out women’s heart health material in the main lobby and cafeteria
- A special “Go Red” heart-healthy menu in the cafeteria
- Handing out free red dress stickers to visitors in the main lobby (quantity limited) from 7:30-8:00 a.m. and noon-1:00 p.m.
- A short 5-minute video in the medical library. Red apples will be available to offer viewers a healthy snack
- Playing a power point about women’s heart disease awareness in the main lobby
- Decorating the main lobby with a bouquet of red balloons

The American Heart Association (AHA) launched National Wear Red Day® in 2003 to bring attention to cardiovascular disease, which claimed the lives of nearly 500,000 American women each year. In 2004, the AHA created Go Red for Women to educate women on heart disease, help women come together to show their support, and increase funding for heart disease research and treatments for those in need.

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**About Halifax Regional**

Halifax Regional Medical Center is licensed for 204 beds, including psychiatric and nursery. A non-profit organization, Halifax Regional is fully accredited by the Joint Commission. For more information, visit [www.halifaxregional.org](http://www.halifaxregional.org).

**About National Wear Red Day®**

In 2003, the American Heart Association faced a challenge; cardiovascular disease claimed the lives of nearly 500,000 American women each year, yet women were not paying attention. In fact, many even dismissed it as an "older man's disease." To dispel these myths of heart disease as the No. 1 killer of women, the American Heart Association, along with the National Heart, Lung and Blood Institute created National Wear Red Day® to raise awareness of this critical issue. Each year, on the first Friday in February, millions of women and men come together to wear red, take action and commit to fighting this deadly disease.