

American Heart Association.



FEBRUARY 2021

Live Fierce. Go Red.





28 DAYS. 28 WAYS.

Live Fierce. Go Red.


This February, each day we'll call on women to live fierce and Go Red.



28 Days. 28 Ways. is a fun, easy, interactive way to **Go Red** throughout Heart Month, including live digital experiences every week.

Highlighting the stories of the **Real Women, Celebrities and Influencers**, we'll engage women all month, celebrating the actions they take to raise awareness and live healthier lives.

Follow **@GoRedforWomen** on social media to join in and Go Red all month-long.

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	SELF-CARE SUNDAY	MOTIVATION MONDAY	TRY IT TUESDAY	WORKOUT WEDNESDAY	THANKFUL THURSDAY	FIERCE FRIDAY	SHARE IT SATURDAY
		1 Heart Month Launch with Nancy Brown Real Women Launch	2 Try New Ways to Go Red	3 NFL PLAY 60 Kids Day Get Ready for Wear Red Day	4 Who are You Thankful for? Celebrate a Woman in Your Life	5 National Wear Red Day	6 CVD Is the No. 1 Killer of Women
CHD WEEK 2/7-14	7 Stress Management / Mental Well-being	8 "House Calls: Real Docs, Real Talk" - CHD	9 Try a New Way to Move	10 Family Workout(s) with Kids	11 Go Red Shop Heart	12 Live Fierce, Do Something for YOUR Health	13 Share Your Experience / Share Your Data (Join Research Goes Red)
HEART FAILURE AWARENESS WEEK 2/14-20	14 Love Yourself 	15 Simple Steps to a Better You "House Calls: Real Docs, Real Talk" - Maternal Health	16 Try a New Food	17 Workout at Home	18 Thankful for Moms, Grandmothers	19 Live Fierce, Be a Hero - Learn CPR and Save a Life	20 Share Your Furry BFF #PetsGoRed
	21 Take Care of Yourself: 3 W's	22 Research Goes Red Live	23 Ever checked your BP? Try It and Know Your Numbers	24 Workout with a Friend (Virtually)	25 Black Women & Well-being Roundtable	26 Thankful for Fierce Healthcare Workers, Researchers	27 Share Your Story (Support Network)
	28 Show Us - How Did You Go Red? Support Go Red!						

 Icon Day
 Digital Experience