

MAKE YOUR CITY GO RED

*Tips and Ideas to Get Your City
to Go Red this February*



American
Heart
Association®





EXTERIOR OF BUILDING

- Use red lighting outside your building.
- Use a red dress logo on the side of the building.
- Use red holiday lights or rope lighting on trees, bushes, poles and around your building.
- Wrap trees or the building with red dresses.
- Tie red ribbons around trees.
- Pin many red dresses to a clothes line with giant clothes pins.
- Hang red banners showing support of Go Red For Women throughout your facility.
- Use red plastic cups to spell a message on fencing.

INTERIOR OF BUILDING

- Decorate the lobby with red dresses on loan from your staff.
- Light the interior lobby red or the inside of elevators red and have signage to explain why it's red.
- Hang educational posters inside your facility. You can download them from the Wear Red Day Kit at GoRedForWomen.org or contact the American Heart Association.
- Include Go Red health messages within red poinsettias, using clear flower stakes and red dress cut-outs.

WINDOW DECORATION

- Place red streamers or red holiday lights in windows.
- Cover windows with red gel paper or translucent film.
- Place Go Red For Women window clings in building windows.
- Create a display using red dresses.
- Add survivor stories collected from your employees or customers.



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EMPLOYEE ACTIVITIES

- Ask employees to show their support by wearing something red on National Wear Red Day.
- Make a human red dress or heart around the landmark for a photo opportunity.
- Distribute heart-healthy tips in employee pay-checks.
- Give away red food like apples or host a "Heart-Healthy Open House," providing heart-healthy snacks and healthy lifestyle tips for women.
- Host a Women and Heart Disease lunch for employees and their loved ones. A PowerPoint presentation is available at GoRedForWomen.org.
- Offer weekly drawings in February for American Heart Association cookbooks.
- Distribute Valentines with heart-healthy recipes to employees on Feb. 14th.
- Feature a Women and Heart Disease article in your employee newsletter.
- Feature female employees who are survivors in weekly emails to employees or on your intranet site.
- Have a page on your intranet site Go Red by featuring heart-healthy tips and recipes.
- Distribute red flowers to employee survivors or plant roses to honor employees with heart disease.
- Host a sidewalk chalk design contest on National Wear Red Day.

SOCIAL MEDIA/MEDIA

The American Heart Association can provide content. Below are other tips.

- **Website:**
 - Add Go Red For Women messaging, health tips and links to the American Heart Association website.
 - Include information about Go Red For Women activities/events your company is doing in February.
 - Include survivor stories collected from employees or customers.
 - Check with American Heart Association staff on branding guidelines for use of the red dress logo.
- **Email:** Include Go Red messaging in an email blast to customers and/or employees. Message could be for National Wear Red Day, upcoming Go Red events, tips on heart health, etc.
- **Twitter:** Use your company Twitter account to send out messages about Go Red For Women.
- **Facebook:** Post periodic Facebook messages on your company page.
- **News Release:** Send a news release regarding your support of Go Red For Women by promoting your building going red and/or employee activity.



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MALLS

- **Cart/Kiosk Displays:** Create one or more Go Red kiosks/ cart displays using props from the American Heart Association or stores. Offer space for women to fill out Go Red For Women registration cards.
- **Spot the Red Dress Punch Card:** Create punch cards that customers bring to participating retailers to “spot the red dress.” Retailers can post heart-health facts on their counters or cash registers. Retailers punch or place a sticker on the card and once completely punched, the customer brings it to customer service desk to be entered in the Go Red For Women movement and be eligible for prizes. The mall or participating stores could also provide items for the prize baskets.
- **Go Red Registration Drive:** Implement a Go Red For Women registration drive in February.
- **Store Contest:** Ask stores to host Go Red For Women registration drives in February. Provide a prize pack to the clerk who gets the most women signed up or the store that gets the most sign-ups.
- **Customer Service Desk:** Promote a registration drive to shoppers. Shoppers who fill out a registration card are entered into a drawing for a Go Red prize basket. Stores could include red merchandise in the basket.
- **Window/Mirror Clings:** Red dress window and/or mirror clings can be placed in the windows of stores, mall entrances and on dressing room mirrors in participating stores or restroom mirrors. Window clings may be purchased at ShopHeart.org.
- **Window Displays:** Ask stores to decorate their windows with red merchandise, streamers, hearts, translucent film or red dress window clings. Host a contest for the best window display. Stores can also send in photos of their window display to the American Heart Association Facebook page for judging.
- **Fountains:** If your mall has one or more fountains, turn them red for National Wear Red Day. Include signage next to the fountain explaining why it is red.
- **Wear Red:** Encourage mall and store employees to wear something red on National Wear Red Day.
- **Common Areas:** Decorate common areas with red accessories, dresses or merchandise from Macy's (national Go Red For Women sponsor) or other stores. Include signage with heart-health facts.
- **Food Court:** Involve the food court during American Heart Month. Place Go Red For Women table tents on food court tables. Ask restaurants to feature healthy choices during American Heart Month.



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- **Fashion Show:** Host a fashion show with women and/or survivors wearing red.
- **Signage/Posters/Banners/Flags:** Mall can provide space for Go Red For Women messaging.
 - **Backlit Signs:** Provide backlit sign ad space for heart-health messages.
 - **Stake Signs:** Place red dress stake signs with health messages on them in the planters located throughout the mall.
 - **Banners:** Create banners with artwork supplied by the American Heart Association or use plain red banners. Display banners inside or outside the mall or on light posts if available.
 - **Posters:** Hang educational posters inside the mall or in restrooms.
 - **Flag:** Fly a Go Red For Women flag from the flagpole for the month of February. Contact your local American Heart Association office to see if you can buy or borrow one.
- **Red Lighting:** Add or change lighting to red for National Wear Red Day and/or all of February.
 - **Up Lighting:** Change outdoor up lighting to red bulbs.
 - **Christmas Lights:** Use red lights left over from the holidays at mall entrances or other locations. String them into the shape of a red dress or heart.
 - **GOBOs or Gels:** Cover lights with red gels, replace bulbs with red bulbs and project a GOBO on side of building.

RESOURCES

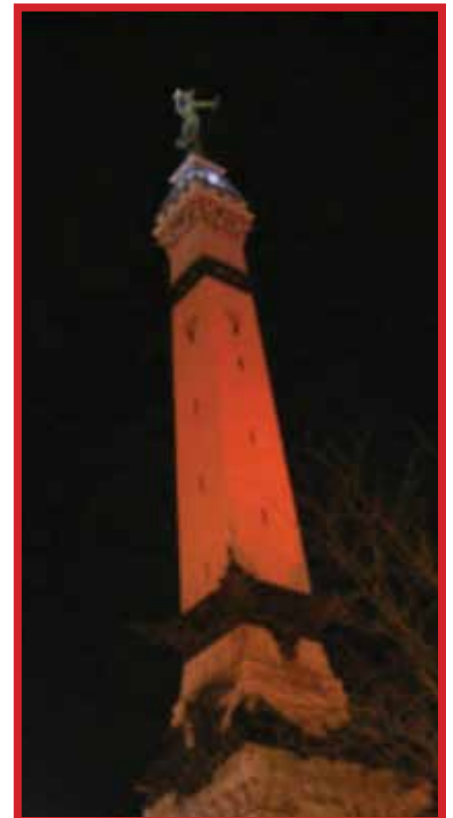
Visit GoRedForWomen.org to access a variety of tools. Click on the tabs to access:

- Support Your Community – see examples of buildings Going Red
- Celebrate National Wear Red Day – help for planning an event
- Get Involved – ideas on how to get involved with Go Red For Women
- Social Tools – donation badges and Web banners
- Newsroom – read the latest news on Go Fed For Women

Follow your American Heart Association office on Facebook and Twitter.

[Facebook.com/GoRedForWomen](https://www.facebook.com/GoRedForWomen)

[Twitter.com/GoRedForWomen](https://twitter.com/GoRedForWomen)



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Making Spotlights Red: Here is an easy way to change out the lighting. Cover the spotlight with 20"x24" sheets of colored plastic, made especially for theater lighting, and affix with tape or wires. The sheets are called Roscoe Gel R26 (red) and R1991 (heat shield). The heat shield goes closest to the light to keep the gel from burning. These supplies can be ordered from any local theatrical outlet company or check with the companies suggested on the previous page.

Gobo: A gobo is a metal disk that slides into a standard ellipsoidal theatrical light. These lights can be set on the floor when a base is attached, hung from a light tree (metal pole on tripod stand), or hung from ceiling trussing. When the light passes through the gobo (which has the custom logo cut out of it) it projects that image wherever you point the light. You can also add a gel (colored piece of plastic) to the top of the light and change the color of the projected image. Contact the American Heart Association to see if a Gobo is available to borrow.

LED Lights: Organizations that have LED lights may be able to easily turn their lights red. Be sure to ask about the lights when you meet with organizations.

HOW TO MAKE A HUMAN RED DRESS

The grid on the next page shows how to mark the outline of the Red Dress. Using the 8 x 10 diagram model as an example, each box represents a person or a distance representation, e.g., 8 yards by 10 yards.

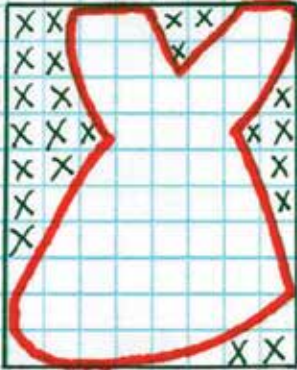
1. Mark out the outline (perimeter) by lining up students horizontally and vertically.
2. Eliminate positions marked with the black (X) as needed to create the curvature of the dress. Ask students to stand where the red outline of the dress should be on their grid concepts. It's helpful to have someone with an aerial view communicate with organizers below.
3. Mark the ground with a chalk outline and fill with students. Increase or decrease individuals as needed depending on how many people or how much space you have.

Thank you to Ann Street Elementary teachers Manny Oliveira and Henry Varnum, who developed this plan.

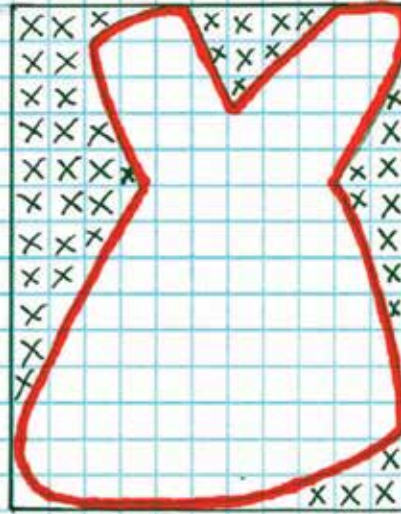


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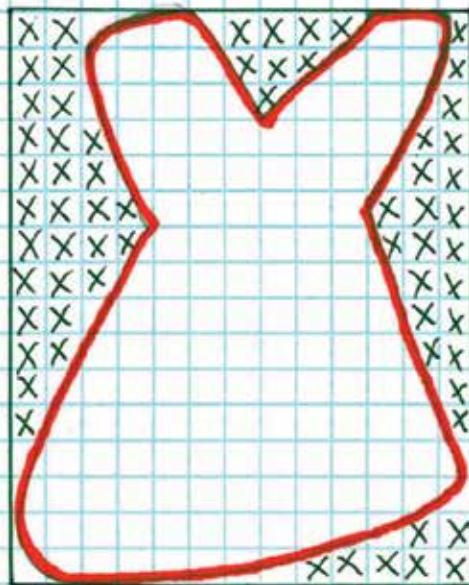




8 x 10



11 x 14



13 x 16



ADDITIONAL RESOURCES

Light Bulbs

Light Bulb Warehouse, Inc.
1655 Morena Blvd.,
San Diego, CA 92110
(800) 495-5554
lightbulbwarehouse.com

Light Bulb Direct
P.O. Box 52
Eatontown, NJ 07724
(888) 220-8108
lightbulbdirect.com

Lightology
215 W. Chicago Ave.
Chicago, IL 60654
(312) 944-1000
lightology.com

Lighting Universe
11410 N.E. 122nd Way, Suite 200
Kirkland, WA 98034
(888) 404-2744
lightinguniverse.com

Optech
19A Lupine Road
Andover, MA 01810
(978) 475-4831 or (800) 848-6624
optechlightbulbs.com

Universal Lighting Corporation
3084 South Lock Street
Chicago, IL 60608
(773) 927-2000

Home Stores such as Loews,
Home Depot, etc. sell red light
bulbs that would be appropriate
for homes.

Gels and Filters

Barbizon Lighting Company
2525 N. Elston Ave., Suite D220
Chicago, IL 60647
(773) 276-8500
barbizon.com

Designlab Chicago
328 N. Albany Ave,
Chicago, IL 60612
(773) 265-1100
designlab-chicago.com

Grand Stage Lighting
630 West Lake Street,
Chicago, IL 60661
(312) 332-5611 or (800) 621-2181
grandstage.com

Gobos

Pegasus Entertainment
23000 West 8 Mile Road
Southfield, MI 48033
(248) 353-6130
pegasusentertainment.com
Kevin Webb
(248) 353-6130
kevin@pegasusentertainment.com

Go Red Window Clings and Flags

Visit ShopHeart.org



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