



American Heart
Association
Learn and Live.

nationally sponsored by
★ macy's MERCK

WEAR RED DAY— Fact Sheet

- ♥ Schools can celebrate **National Wear Red Day** on **Friday, February 4, 2011** or a date of their choosing.
- ♥ Heart disease is still the No. 1 killer of women, taking the life of 1 in 3 women each year.
- ♥ Schools can fundraise **ONLINE** by visiting www.GoRedForWomen.org/WearRedDay and click on “**Get Started**” and the “**School**” to register online.
- ♥ Some Wear Red school fundraising ideas include:
 - ♦ **Casual Days** - For a donation amount of your choice, staff can purchase a day to wear jeans with their favorite red shirt or accessory to the office.
 - ♦ **Dodge Heart Disease and Stroke**— Have the students and staff pay to play in a dodge ball tournament.
 - ♦ **Class Competition** - Provide each class with a red bucket for collecting donations. Have students solicit donations from their family and neighbors as well.
 - ♦ **Red Raffle** - Ask teachers, classrooms, students and parents to donate red items for a National Wear Red Day raffle.
 - ♦ **Profit Share** - Find a local restaurant or food chain and ask if students, teachers and parents can help serve food for a day in exchange for a portion of the proceeds or a donation to National Wear Red Day.
 - ♦ **Car Wash** - Clear out the school's parking lot on Saturday and hold a car wash. Customers can make a donation in exchange for a clean car.
 - ♦ **Coffee Fast** - For the two weeks before National Red Wear Day place the money you would normally spend on going out for coffee in a donation jar.
 - ♦ **Garage Sale** - Rummage through your garage or attic and have a neighborhood garage sale. Create signs and flyers letting your customers know that all of the proceeds will benefit National Wear Red Day.
 - ♦ **Support Letters** - Send out letters to family and friends with the mission of National Wear Red Day and ask them for donations to support the cause.