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Top 10 Reasons A Company Would Choose to Go Red!

1. **SAVE MORE MONEY.** Employers can save \$16 for every \$1 they invest on health and wellness. Go Red just launched BetterU program, which is a free, 12-week online makeover that can save your life.
Source: Highmark Blue Cross Blue Shield, www.highmark.com, 2005 (Start! statistic)
2. **HELP PROTECT THEIR MOST VALUABLE ASSET (WOMEN).** More women die of cardiovascular disease than the *next five causes of death combined, including cancer.*
Source: American Heart Association 2008 Heart Disease and Stroke Statistics
3. **GET CONNECTED.** Join Go Red to share your healthy choices and connect with city leaders who are speaking up for women's heart health. Sponsors have access to events and networking opportunities with them.
4. **ACCESS TO THE EXPERTS.** To gain access to the American Heart Association's health care partners for free health seminars, to ask questions and get access to education and information.
5. **POSITIVE BRAND AWARENESS THROUGH ASSOCIATION.** 98% of consumers have a favorable reaction to the American Heart Association logo and 96% are aware of the American Heart Association. Companies who partner with the AHA can leverage this awareness.
Correction: 97% of consumers are aware of the American Heart Association, 80% have a favorable reaction – Brand Positioning Study, Harrison Group, 2008
6. **JOIN THE GROUP WHO IS ALREADY TAKING ACTIVE STEPS TOWARD A HEALTHIER LIFESTYLE.** Research shows that women who Go Red are more likely to make better choices. As a result of joining Go Red, more than 40% have lost weight.
Source: Go Red For Women database survey, StrategyOne, 2007
7. **GET THEIR EMPLOYEES TO GET MOVING.** More than half of the engaged Go Red women have increased their exercise.
Source: Go Red For Women database survey, StrategyOne, 2007
8. **BE PART OF THE GROUP WHO MAKES BETTER FOOD CHOICES.** Six out of 10 Go Red women have changed their diet.
Source: Go Red For Women database survey, StrategyOne, 2007
9. **BE IN "THE KNOW."** 53% of Go Red women have checked their cholesterol levels.
Source: Go Red For Women database survey, StrategyOne, 2007
10. **BECOME AN ADVOCATE FOR THEIR OWN HEALTH.** A third of Go Red women have investigated their heart-health family history or talked to their doctor about their personal heart risk.
Source: Go Red For Women database survey, StrategyOne, 2007