# [INSERT PROVINCE/MUNICIPALITY] Wears Red for Women’s Heart Health February 13

***Heart disease is the number one killer of women worldwide, yet* women remain underdiagnosed, undertreated, and understudied.**

[MUNICIPALITY, DATE] — [INSERT MUNICIPALITY/PROVINCE] residents will **wear red on Saturday, February 13** in recognition of [Wear Red Canada](http://www.wearredcanada.ca), a country-wide initiative to promote women’s heart health. As part of the 2021 campaign, several virtual and onsite events and activities are being held throughout [INSERT MUNICIPALITY/PROVINCE]. Canadians are encouraged to take pictures with friends, family and colleagues donning red clothing and are invited to share their images on social media using the hashtags #WearRedCanada and #HerHeartMatters.

Wear Red Canada, now in its third year, is run by the [Canadian Women’s Heart Health Alliance](https://cwhhc.ottawaheart.ca/national-alliance/about-alliance) (CWHHA), a group of clinicians, scientists, allied health care providers, and women with lived experience with heart disease from across Canada. The CWHHA is powered by the [Canadian Women’s Heart Health Centre](https://cwhhc.ottawaheart.ca/) (CWHHC) based at the [University of Ottawa Heart Institute](http://www.ottawaheart.ca) (UOHI).

“When it comes to improving the cardiovascular health of Canadian women, awareness is key,” said [Dr. Thais Coutinho](https://www.ottawaheart.ca/physician-researcher-profile/coutinho-thais), a cardiologist and Division Head of Cardiac Prevention and Rehabilitation at the UOHI, and Chair of the CWHHC. “By wearing red on February 13, you are taking part in a movement to engage communities in a meaningful conversation about women’s heart health from coast to coast to coast.”

“There is no better time to advocate for the health of women’s hearts,” said [Dr. Tara Sedlak](https://www.vchri.ca/researchers/tara-sedlak-0), a cardiologist at Vancouver General Hospital and Chair of the CWHHA’s Advocacy Working Group. “I call on everyone across the country, women and men, to participate in the activities planned in their community, each designed to generate new interest in and improve our understanding of women’s cardiovascular health.”

The events and activities planned for [INSERT PROVINCE/MUNICIPALITY] appear below:

**WEAR RED CANADA [PROVINCE/MUNICIPALITY NAME] EVENTS:**

* **EVENT NAME**  
  Date:   
  Time:   
  Place:   
  Website:

“…,” said [LOCAL REPRESENTATIVE]. “…,”

“…,” said [LOCAL PATIENT PARTNER]. “…,”

Heart disease is the #1 killer of women worldwide and it affects women of all ages. One in three women will die as a result of heart disease or stroke. Despite this, women are underdiagnosed, undertreated, and understudied when it comes to heart disease. Women and their health care providers are also under-aware about their risk factors and the common signs and symptoms of heart disease in women.

**For more information about women’s heart health, WEAR RED CANADA and how to get involved, visit** [**www.wearredcanada.ca**](http://www.wearredcanada.ca)**.**

**ABOUT THE UNIVERSITY OF OTTAWA HEART INSTITUTE**

The University of Ottawa Heart Institute (UOHI) is Canada’s largest and foremost heart health centre dedicated to understanding, treating and preventing heart disease. It provides unparalleled care to its patients, is the country’s main influencer when it comes to preventing heart disease, and is a world-renowned research centre that brings science from bench to bedside. The Heart Institute’s promise remains the very pillar on which it was built: Always putting patients first.

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**[INSERT LOCAL MEDIA CONTACT INFORMATION]**

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Title  
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Phone 2 (if applicable)  
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