

**WEAR RED CANADA
EMAIL INVITATION TEMPLATE**

Below is a template that can be used to share through your workplace colleagues, friends and community email lists.

E-mail subject: *Wear Red Canada – Join us!*

Dear _____,

The Canadian Women's Heart Health Alliance is hosting the second annual "Wear Red Canada" campaign on Thursday, February 13th, 2020. Four key messages are central to this campaign:

1. Heart disease is the leading cause of premature death for women in Canada.
2. Heart attack symptoms go unrecognized in 53% of women. Women don't always have the "Hollywood Heart Attack", with its characteristic chest-clutching pain. If you experience any of these signs, call 9-1-1 or your local emergency number immediately: chest discomfort, sweating, upper body discomfort, nausea, shortness of breath, light-headedness.
3. Some heart conditions put women at higher risk. Pregnancy, menopause and hormonal changes are risks specific to women's hearts.
4. Heart disease is largely preventable - 80% of risk factors are within your control to change. Your waist circumference, blood pressure, cholesterol, blood sugar levels, activity levels, diet, smoking, and alcohol intake can all affect your risk.

Please join us in supporting the [Wear Red Canada Campaign](#).

On February 13th WEAR RED - for your grandmothers, mothers, sisters, daughters, wives, girlfriends and friends! Awareness is the first step to women living long and heart healthy lives!

Thank you for your support,

[Insert signature here]

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The [Canadian Women's Heart Health Centre](#) (CWHHC) is based at the [University of Ottawa Heart Institute](#). The University of Ottawa Heart Institute has flourished into one of Canada's most distinguished heart health centres for the unparalleled care it provides to its patients, a world-renowned research Institute that brings science from bench to bedside, and the country's main influencer when it comes to preventing heart disease. Its promise remains the very pillar on which it was built: Always putting patients first.