

American Heart Association®



# FEBRUARY 2021

Live Fierce. Go Red.





# 28 DAYS. 28 WAYS.


Live Fierce. Go Red.

This February, each day we'll call on women to live fierce and Go Red.

28 Days. 28 Ways. is a fun, easy, interactive way to Go Red throughout Heart Month, including live digital experiences every week.

Highlighting the stories of the **Real Women, Celebrities and Influencers**, we'll engage women all month, celebrating the actions they take to raise awareness and live healthier lives.


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CHD WEEK 2/7-14

SELF-CARE SUNDAY	MOTIVATION MONDAY	TRY IT TUESDAY	WORKOUT WEDNESDAY	THANKFUL THURSDAY	FIERCE FRIDAY	SHARE IT SATURDAY
	1 Heart Month Launch Real Women Launch	2 Try New Ways to Go Red	3 NFL PLAY 60 Kids Day	4 Who are You Thankful for? Celebrate a Woman in Your Life	5 National Wear Red Day "At the Heart of It with Nancy Brown"	6 Share This Post (CVD Is the No. 1 Killer of Women)
7 Stress Management / Mental Well-being	8 "House Calls: Real Docs, Real Talk" – CHD	9 Try a New Way to Move	10 Family Workout(s) with Kids	11 Red Dress Collection	12 Live Fierce, Do Something for YOUR Health	13 Share Your Experience / Share Your Data (Join Research Goes Red)
14 Love Yourself 	15 Simple Steps to a Better You	Try a New Food	17 Workout at Home	18 Thankful for Moms, Grandmothers	19 Live Fierce, Be a Hero - Learn CPR and Save a Life	20 Share Your Furry BFF (Pet Mosaic)
21 Take Care of Yourself: 3 W's	22 Research Goes Red Facebook Live	23 Ever checked your BP? Try It and Know Your Numbers	24 Workout with a Friend (Virtually)	25 Thankful for Healthcare Workers, Researchers	26 Fierce Women In Your Community: Woman of Impact/Teen of Impact	27 Share Your Story (Support Network)
28 Show Us – How Did You Go Red?						

Icon Day

Digital Experience