



January 26, 2025

Dear Mayor Brown,

Heart disease is the number one killer of women worldwide and the leading cause of premature death in women in Canada. Globally, cardiovascular diseases affect 1 out of 3 women, yet women everywhere are under-studied, under-diagnosed, under-treated, and under-aware when it comes to their cardiovascular health. Worse, considering that 80% of a woman's risk factors are within her control, heart disease is largely preventable.

[Wear Red Canada](#) is celebrated annually across Canada on February 13th to raise awareness about women's cardiovascular health. Organized events held across the country serve as a reminder for everyone, especially women, to be mindful, curious and proactive in the management of their heart health and wellness.

Powered by the Canadian Women's Heart Health Centre (CWHHC), the [Canadian Women's Heart Health Alliance](#) (CWHHA) is comprised of over 140 women's heart health professionals, patients and scientists from across Canada. Our mission is to share evidence-based strategies that will transform clinical practice and enhance collaborative action concerning women's heart health in Canada. Some of the Alliance's members live and work here in your constituency of Airdrie.

Each year, the CWHHA develops a national Wear Red Canada awareness campaign with the ultimate goal of improving the heart health of women in Canada of all ages. We invite you to learn more about Wear Red Canada Day at WearRedCanada.ca.

I write to you today, as our elected mayor and an advocate for improving health outcomes for women in Airdrie, to request your assistance in proclaiming February 13 as *Wear Red Canada day* in Airdrie.

We would also request a 2-3 minute pre-recorded video message to all of Canada on behalf of the city of Airdrie. We will provide you with all the needed briefing documents and remain at your disposal to answer any questions.

We want to see improved awareness of the greatest health risk to women in our communities, and, most importantly, fewer women dying prematurely from heart disease—and we believe we can achieve this with your help.



CANADIAN WOMEN'S
HEART HEALTH CENTRE

NATIONAL
ALLIANCE



HER HEART MATTERS

WEAR RED CANADA • FEB 13

Thank you for your time, for reading, and for your consideration. Do not hesitate to contact me if I can provide further information or suggested proclamation language for your review.

Yours sincerely,

Sophie Yonan

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