

Go Red for Women Plea Letter

TITLE: The American Heart Association's Go Red for Women Movement PSA Spotlight on the State of Women's Heart Health

Over 44% of women over 20 are living with some form of cardiovascular disease which remains the leading cause of death in women. The reality is women experience unique life stages, such as pregnancy and menopause, which can increase their risk for CVD – yet continue to be underrepresented in cardiovascular research leading to knowledge and care gaps that are essential for achieving health equity.

This important PSA from the American Heart Association's Go Red for Women movement featuring celebrities, Susan Lucci, Yvonne Orji, Samira Wiley, Mickey Guyton, and more, highlights the importance in understanding women's heart health and empowers women to take action to reduce their risk of cardiovascular diseases.

By airing this PSA, you'll be supporting the American Heart Association's Go Red for Women movement which serves as a catalyst for change to improve the lives of women globally.

To learn more visit, <https://www.goredforwomen.org>

Length: :30 TV

Language: English

Sponsor: American Heart Association

Target Audience: General Markets, Women