Local Events

Pick up a copy of Today's Charlotte Woman Magazine (February) which includes a Go Red For Women insert and enjoy tips and information about women and heart disease.

Listen to 102.9FM Feb 1st thru the 4th for your chance to win a Go Red For Women Goody bag.

Stop by Apostrophe Lounge on Tuesday, Feb 1st, as CharlotteStyleMag.com kickoffs go red in style with the first happy hour of the month. The free event will take place from 6-8pm in Southend.

Be sure to check out the WCNC news anchors and reporters who will go red on Friday, February 4th.

Tuesday, February 1

Go Red Meet & Greet - A Stylish Mixer Benefiting the American Heart Association:

Join Go Red media sponsor, CharlotteStyleMagazine.com as they kick off American Heart Month and the National Go Red for Women Campaign at Apostrophe Lounge located at 1440 S. Tryon Street in Southend from 6-8pm.

Treat yourself to a glass of red wine and other "Go Red" inspired drinks while building 2011 business contacts with talented professionals in the Fashion & Style Industry. Also learn more about how you can be a part of the Go Red Movement in 2011. The event is free but donations are gladly accepted at the event for the American Heart Association.

Friday, February 4

Macy’s Recognizes National Wear Red Day: As a national sponsor of Go Red For Women, Macy’s will celebrate Go Red For Women in their Charlotte locations. Macy stores are located at Northlake, SouthPark and Carolina Place malls. Be sure to stop by and make a purchase for Go Red For Women.

National Wear Red Day: Many companies in Charlotte are recognizing National Wear Red Day and are conducting Wear Red Days throughout the month to help raise awareness of heart disease in women. Look for buildings in red, Go Red For Women banners, lobbies in Go Red décor and more!

Specific examples include:

Restaurants will celebrate National Wear Red Day by conducting Party HEART-y Happy Hours benefiting Go Red For Women. Participating restaurants will deck out their places with Go Red promo items and décor. There will also be drink and/or dining specials. Participating restaurants include BlackFinn American Saloon, Nolen Kitchen, Georges Brasserie, City Tavern at River Gate, McCormick and Schmicks (SouthPark and Uptown), Red Lion-Ayrsley, The Gallery Restaurant at the Ballantyne Hotel and Lodge, Mortimer’s Café and Pub, Morton’s The Steakhouse, Vivace, Arooji’s Wine Room South Park and Ballantyne and Howl at the Moon.

Hines Carillon will be lighting their roof in red to support the cause. Duke Energy Center will be lit bright in red. Monroe Crossing will be Going Red all February long.

**BlackFinn 2nd Annual Go Red Happy Hour:** In celebration of National Wear Red Day, BlackFinn will conduct the 2nd Annual Go Red Happy Hour from 5-8pm with Beer/Red Wine/Cocktail specials & complimentary passed hors d’oeuvres. They will conduct a raffle for a Tiffany’s necklace too. This is a free event but donations are greatly accepted. You can also help the cause through the purchase of featured drinks, raffles and complimentary Go Red Hair Extensions! Tables are available to book for groups and each table will receive a complimentary fruit & cheese platter. BlackFinn is located in the EpiCentre at 210 East Trade Street, Charlotte, NC 28202.

**Suite Party:** Enjoy an evening at Suite in the EpiCentre to benefit Go Red For Women. Doors open at 9:00pm and will include a night of fun. You can dance the night away and don’t forget to get a glass of red wine, as $1 will come back to the American Heart Association! There will also be additional drink specials and the opportunity to give a donation to Go Red For Women at the door.

**A Piece of Havana Cuban Restaurant** - 11126 S. Tryon St. Char. 28273 - They will celebrate Feb 4 & 5 by offering a glass of Sangria at 1/2 price. All customers encouraged to wear Red. Also they will host a "Dance For the Heart" on Fri. Feb 4 from 11pm - 3am. Donations appreciated.

**Art Space Studio - Rivergate** - Paint your own pottery with "heart" designs to support GRFW.

**Baskets of Yarn:** Join us in honoring Janet Neely on February 4 by wearing RED! Here is a list of all our fun activities on February 4 to raise money for Go Red For Women:

- Margaret King and Patty Frame will be teaching special RED focused knit and crochet classes on February 4. Both have agreed to donate their instructor fees for the classes to the AHA and Baskets of Yarn has agreed to match their contributions 100%.
- Wear RED to Baskets of Yarn on February 4 and get 10% off your entire purchase.
- Buy any yarn bag or accessory on February 4 and Baskets of Yarn will donate 20% of the sale price to the AHA.
- RED Auction: Throughout February we will have knit and crochet samples set up for silent auction. All the proceeds will go to the AHA.
- RED Raffle: Buy a raffle ticket for $5, all proceeds to go to the AHA. If you win the raffle drawing, you get the right to name our Go Red project class. You choose the class, we market and teach it, you attend free. Class choices limited to all classes offered from December 1, 2010 through date class chosen.
Saturday, February 5

Go Red Night with Charlotte Bobcats and Zumba

Join the American Heart Association at the Charlotte Bobcats vs. Dallas Mavericks game on Saturday, February 5, for a stadium-packed opportunity to spread the excitement of the Zumba program and benefit the Go Red For Women Movement. This event will help us kickoff Heart Month and the Go Red For Women Movement and we hope that you will join in on the fun and share with volunteers, friends and family. Zumba Fitness will donate $5 from each registration to the American Heart Association’s Go Red For Women® movement.

Now, follow these step to join the fun:

1. Go to the "Get Tickets!" link to purchase tickets for you, your friends and family.
2. Enter the discount code: zumba
3. Create an account (it’s free).
4. Purchase your game ticket(s).
5. Your ticket(s) will me emailed as "a PDF attachment" to the address you provided.

If you are unable to access the “Get Tickets!” link above, please click: http://tinyurl.com/27z2yy8. Be sure to enter discount code: zumba

Sunday, February 6

Go Red Sunday: Local church congregations are encouraged to join with other congregations across the state on Feb 6 and throughout the month to wear red to help raise awareness of heart disease among women.

Friday, February 11

Go Red Yoga Day: Charlotte Family Yoga Center will lead a heart opening yoga practice in support of Go Red For Women from 5:30pm-7:30pm. Following the one hour practice, there will be wine and appetizers donated by local businesses. There is a $5 minimum donation to participate in the yoga session where 100% of the proceeds will benefit Go Red For Women. Charlotte Family Life is located at 10211 Prosperity Park Drive, Suite 4m Charlotte, NC 28269.

Saturday, February 26

“Get Heart-Healthy” Bootcamp Workout!

Join us for a heart-healthy workout on Saturday, February 26th at The Palisades Sports Complex at 9 AM! Julie Sawyer, Fitness Director at The Palisades and Owner of Tuff Girl Bootcamps, will be directing a 30-minute total body workout that will work your heart and firm up your stomach, hips, arms, and thighs. There is a minimum donation of $10 required to participate, and all proceeds will go to Go Red for Women, the American Heart Association’s social initiative to empower women to take charge of their heart health.
This workout is a family workout for those ages 8 and up and can be done by beginners as well as advanced fitness enthusiasts. Come on out for this challenging workout that will show you how to get in the best shape of your life in 30 minutes or less! Dress in layers for outdoor weather, and bring a water bottle. A mat is recommended but optional. Same day registration is available, but to donate online go to www.heart.org/charlottencgoredluncheon. Donate under the Open Your Heart tab at the upper right. Those who donate online must print out their receipt and bring it to registration that Saturday.

Report to the Palisades Sports Complex grass court (outside) on Saturday morning February 26th at 8:45 AM to register or check-in, and be ready to get your “sweat” on!

National Partners

**Ross Stores Lend a Hand in February:** Shoppers who visit participating Ross stores now through February 14, 2011, will have the opportunity to make a donation to benefit the American Heart Association. Lend a hand and save a life by visiting Ross, making a donation and shopping for a good cause.

**Party City gives back to Go Red:** From now until February 28th, customers who visit Party City can purchase $1 paper hearts and 100% of the proceeds will benefit Go Red For Women.

**Perfumeria helps the movement in February:** Customers who visit participating Perfumeria during the month of February can purchase $1 gift tags and 100% of the proceeds will benefit Go Red For Women.

**National Go Red For Women sponsor, Macy’s conducts a Wear Red Day Sale:** As a national sponsor of Go Red For Women, Macy’s will conduct a Wear Red Day Sale from Wednesday, Feb 2nd to Sunday, Feb 6th. Customers who wear red will receive all-day saving throughout the store. Customers not wearing red can purchase a red dress pin for $2.00 and receive an all day savings pass. In addition from Feb 6-14, for every Valentine you send through Macy’s Facebook page, Macy’s will donate $1 to Go Red For Women. Charlotte Macy stores are located at Northlake, SouthPark and Carolina Place malls. Be sure to stop by, make a purchase for Go Red For Women and thank them for their support of Go Red For Women.

**Yankee Candle helps Go Red:** Beginning now through March 11, 2011, Yankee Candle will donate $1 to the American Heart Association’s Go Red For Women movement for the sale of each large jar candle in select red fragrances.

**RiteAid helps Go Red cause:** During the month of February, Rite Aid offers customers the opportunity to purchase a paper red dress with 100% of the proceeds to benefit Go Red For Women.

**Princess House gives back to Go Red:** Through May 31, 2011, Princess House will donate $1 from the sale of each Princess Heritage "Love Your Heart" Pendant Necklace to the cause.

Please also support our other national supporters: Astral Brands, Campbell Soup Company, Cutco, Jewelry TV, Jitterbug/Great Call, Merck, Ocean Spray and SuperValu.

**Save the Date**

**April 7: Zest for Life:** A complimentary, interactive culinary event with the American Heart Association and Central Piedmont Community College to promote a healthier you. During this special event, you’ll step
into the kitchen with CPCC’s Culinary Arts students and learn how to prepare a variety of simple recipes that promote a stronger heart and body and sample your creations. The event will take place at CPCC’s uptown campus in the Philip L. Van Culinary Arts Center located at 425 N. Kings Drive.

**April 9: 25 Most Stylish People event:** Charlotte STYLE Magazine’s 25 Most Stylish Event Presented by Mercedes Benz of South Charlotte and benefiting Go Red For Women will feature six fashionable runway shows by Charlotte’s Most Stylish designers and boutiques as well as The Go Red Celebrity Red Dress Runway Show.

**May 11: Go Red For Women Luncheon:** The Go Red For Women Luncheon taking place at the Mint Museum Uptown will feature two breakout sessions on health and wellness, as well as features an awesome keynote speaker. The event takes place 9:30am-1:30pm. For tickets or more information, call 704-208-5587 or visit [www.heart.org/charlottencgoredluncheon](http://www.heart.org/charlottencgoredluncheon).