

Red Hot Pursonality



WHAT IS RED HOT PURSONALITY?

Red Hot Pursonality is a unique silent and live auction that takes place at the Annual Greater Charlotte Luncheon and Educational Expo to help raise critical funds needed for heart research, education and outreach.

Key female business leaders were featured as Charlotte's Red Hot Women during the Inaugural Year in 2011, included Representative Becky Carney, Time Warner Cable EVP East Region and Go Red Chair Carol Hevey, and Roberta Bowman, SVP & Chief Sustainability Officer at Duke Energy Corporation, just to name a few.

HOW DOES IT WORK?

Charlotte's Red Hot Women participate in the auctions by donating a customized purse package. Each woman:

- Chooses a purse that reflects their personal style
- Fills the purse with items that define their personality (or the "pursonality" of the purse).

When deciding what to include in their purse package, we ask women to consider their favorite designer; their style (sleek, chic, unique); activities they enjoy (movies or the ballet) ways they relax (spa and pedicure day) and other items that reflect their character and unique personality.

We also ask women to consider including RED in their theme, but only if it reflects their personality.

All purses will be auctioned off at the 5th Annual Go Red For Women Luncheon taking place on Thursday, May 10th at the Charlotte Convention Center taking place from 9:30am-1:30pm. Money raised from the auction and the event will fund critical research for cardiovascular disease and stroke, fund outreach and education. The silent auction will occur 11:15 AM until Noon.

WHY IS THIS IMPORTANT?

- Heart disease is the No. 1 killer of women age 20 and over, killing approximately one woman every minute.
- More women die of heart disease than the next four causes of death combined, including all forms of cancer.
- 1 in 3 American women die of heart disease, compared to 1 in 30 women that die of breast cancer.
- Ninety percent of women have one or more risk factors for developing heart disease.