**February 2016 Earned Media Template**

**Photo and Caption for Wear Red Day (February 5, 2016)**

Organize a large group of people to wear red for [National Wear Red Day](https://www.goredforwomen.org/wear-red-day/) on Friday, February 5. This could be a large group of health department staff or your coalition members meeting in a public place so others can see you.

From there, take a picture of your group and submit it to the paper along with a short paragraph such as the following:

“Members of the **(ORGANIZATION, COALITION, ETC.)** showed their support for women on Friday, February 5 by wearing red for National Wear Red Day. Wear Red Day is an annual event that raises awareness for the 1 in 3 annual deaths among women from heart disease and stroke. The group shared that 80 percent of cardiac events can be prevented and that a key way to reduce risk is quitting smoking or tobacco use. According to the 2014 U.S. Surgeon General’s Report, women over 35 who smoke have a slightly higher risk of coronary disease than male smokers. The group encourages tobacco users to call 1-800-Quit Now for free help. Community members can also visit **(COALITION WEB/SOCIAL MEDIA, ETC.)** for more on local prevention efforts. “