



November 4, 2022

BY EMAIL: glajoie@casselman.ca

Her Worship Genevieve Lajoie
Mayor of Casselman
751 St.-Jean Street P.O. Box 710
Casselman, ON K0A 1M0

Dear Mayor Lajoie:

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 Day 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 all people in Canada, but 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 100 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.

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 Mayor Lajoie, as the elected representative, and as an advocate for improving health outcomes for women in the Town of Casselman to request your assistance in proclaiming **February 13, 2023 as Wear Red Day in the Town of Casselman**. We enclose for your review a sample of a proclamation format which may be of assistance.



CANADIAN WOMEN'S
HEART HEALTH CENTRE

NATIONAL
ALLIANCE



HER HEART MATTERS
WEAR RED CANADA • FEB 13

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.

Thank you for your time, for reading, and for your consideration. Do not hesitate to contact me at abeaman@rogers.com or by phone at 613-563-0202 ext. 304 if I can provide further information or further suggested proclamation language for your review.

Yours sincerely,

Adriana C. Beaman, Patient Advocate
Wear Red Canada campaign team member

WEAR RED CANADA DAY
(font: *Calibri 12, all upper case*)

February 13, 2023 (font: *Calibri 12*)
(Proclamation should not exceed 130 words
from the section under the title to the signature)

WHEREAS, Heart disease is the number one killer of women worldwide and the leading cause of premature death for Canadian women, a fact unknown to many women and their healthcare providers; and

WHEREAS, The Canadian Women's Heart Health Alliance is an organization of volunteer health professionals and patients working hard to improve women's heart health; and

WHEREAS, Wear Red Canada Day is celebrated annually to raise awareness for all Canadians, but especially Canadian women, to be mindful, curious, and proactive in the management of their heart health and wellness; and

WHEREAS, We want to see better prevention, diagnosis, and care and fewer women dying prematurely from heart disease;

THEREFORE, I, <name>, <title> of <city/province/territory>, do hereby proclaim **February, 13, 2023 Wear Red Canada Day** in <city/province/territory>.

JOURNÉE TOUT LE MONDE EN ROUGE
(police : *Calibri 12, en lettres majuscules*)

13 février 2023 (police : *12*)
(130 mots en français dans la section entre le
titre et le bloc-signature)

ATTENDU QUE la maladie du cœur est la première cause de décès chez les femmes dans le monde et la première cause de décès prématuré chez les Canadiennes, ce dont beaucoup de femmes et de soignants n'ont pas conscience; et

ATTENDU QUE l'Alliance canadienne de santé cardiaque pour les femmes est un groupe de spécialistes de la santé et de patientes qui travaillent bénévolement à améliorer la santé cardiaque des femmes; et

ATTENDU QUE la Journée Tout le monde en rouge est célébrée chaque année pour encourager les Canadiens — et tout particulièrement les Canadiennes — à se renseigner sur leur santé cardiaque et à en prendre soin; et

ATTENDU QUE nous souhaitons mieux prévenir, diagnostiquer et traiter la maladie du cœur, et réduire le nombre de femmes qui en décèdent prématurément;

PAR CONSÉQUENT, je, <Nom>, <titre> de <ville/province/territoire>, proclame par la présente le **13 février 2023 la Journée Tout le monde en rouge** à <ville/province/territoire>

<NAME>
Title / Titre