

FOR IMMEDIATE RELEASE
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**Short North Arts District Businesses and American Heart Association Team Up
for a Week of Going Red**

COLUMBUS, OH (January 28, 2020) -- Over a dozen businesses in the Short North Arts District are partnering with the American Heart Association for the Columbus Go Red For Women movement. From February 3-7, visitors at participating Short North Arts District businesses will receive 10% off their purchase when they text GoRedCbus to 41444, make a donation to the American Heart Association, and show their donation receipt at checkout .

“As a unique arts and shopping destination, businesses in the Short North Arts District are coming together to help decrease the number of women who die from heart disease and stroke by rewarding customers who join in this fight,” said Betsy Pandora, Executive Director of the Short North Alliance.

American Heart Month, which was first declared in 1964 by President Lyndon B. Johnson, takes place every February and raises awareness of the number one killer of Americans, heart disease, which claims more lives than all forms of cancer combined.

On Friday, February 7, millions of Americans will participate in National Wear Red Day®, a day that calls attention to Go Red for Women – a comprehensive national movement to increase women’s heart health awareness and serve as a catalyst for change to improve the lives of women globally.

“One in three is the price women pay for cardiovascular disease,” said Brenda Houston, Executive Director of the American Heart Association-Central Ohio. “While nearly 80% of cardiac events can be prevented through better lifestyle choices, cardiovascular diseases continue to be a woman’s greatest health threat, claiming the lives of one in three women. A third of mothers, sisters, and friends.”

For additional details about this promotion, visit shortnorth.org, and for more information on Go Red for Women, visit goredforwomen.org.

Participating Businesses

C. Krueger's Finest Baked Goods | Danceville, USA | Glean | Global Gifts | Happy Go Lucky
Jolie Occasions | Kingmakers Board Game Parlour | Ladybird | Mukha Spa | On Paper
Orangetheory Fitness Short North | Phia Salon | Red Giraffe Designs Short North | rowe
The Candle Lab Short North | The Lamp Shade | The Lox Bagel Shop | Union Cafe

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