



## About The Heart Truth Fashion Show media backgrounder

### **What is The Heart Truth Fashion Show?**

The Heart Truth Fashion Show is the signature event of the Heart and Stroke Foundation's The Heart Truth campaign. The Heart Truth shares the lifesaving message that while heart disease and stroke are the leading cause of death for Canadian women<sup>1</sup>, they can reduce their risks for heart disease and stroke by as much as 80 per cent by making simple lifestyle changes.<sup>2</sup>

The second annual Heart Truth Fashion Show at Toronto's LG Fashion Week features top Canadian fashion designers' original red dress designs created in celebration of women and heart health awareness, modeled by some of Canada's most celebrated women in television, film, music, the arts, sports and media.

### **Who is participating in The Heart Truth Fashion Show?**

Original red dresses are being designed by Canadian fashion designers including: Mark Belford, Evan Biddell, Joeffer Caoc, Farley Chatto, Wayne Clark, Jacqueline Conoir, Greta Constantine, Damzels In This Dress, David Dixon, Eugenia, Fashion Crimes, Freda's, Jay Godfrey, Paul Hardy, Thien Le, Pat McDonagh, Lucian Matis, Nada, Pink Tartan, Andy Thê Anh and Carlie Wong. All designers are generously donating their artistic vision, time, materials and labour to create the dresses.

Modeling in The Heart Truth Fashion Show are Canadian women from television, film, music, the arts, sport and media including: Natalie Brown, Cassie Campbell, Arisa Cox, Marilyn Denis, Monika Deol, Rosey Edeh, Jennifer Hedger, Sitara Hewitt, Jessica Holmes, Cathy Jones, Sass Jordan, Erin Karpluk, Lisa LaFlamme, Elaine Lui, Elizabeth Manley, Andrea Menard, Heather Rankin, Monika Schnarre, Amy Sky, Tara Spencer-Nairn, and Kreesha Turner. All models are generously donating their time and celebrity to raise awareness of women's heart health.

### **When is The Heart Truth Fashion Show taking place?**

The Red Dress symbol springs to life on the runway at the second annual Heart Truth Fashion Show at Toronto's LG Fashion Week on Tuesday, March 17, 2009 at 9 pm at Nathan Phillips Square in downtown Toronto.

### **What's next for the red dresses featured in the fashion show?**

The Heart and Stroke Foundation is asking designers to donate or loan their dresses to The Heart Truth campaign, to be used to continue raising awareness of The Heart Truth and its symbol, the Red Dress, through ongoing displays of the designer originals.



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## **What are the origins of The Heart Truth Fashion Show?**

The Heart Truth Fashion Show is modeled after the very successful Red Dress Collection Fashion Show, which has taken place every year since 2002 at New York Fashion Week.

The Heart and Stroke Foundation of Canada is proud to partner with the Canadian fashion industry to raise awareness about women and heart disease, and deliver the lifesaving message of The Heart Truth to Canadian women with the power of the Red Dress symbol.

## **Who is behind The Heart Truth Fashion Show?**

The Heart Truth Fashion Show is the signature event of The Heart Truth campaign, launched by The Heart and Stroke Foundation. The Heart Truth campaign gratefully acknowledges the support of founding sponsor, Becel, and contributing sponsors Dempster's, Ocean Spray, Pfizer Canada Inc., Rogers Consumer Publishing, Shoppers Drug Mart and the Providence Heart + Lung Institute at St. Paul's Hospital in Vancouver, without whom the program would not be possible.

## **What is The Heart Truth campaign?**

The Heart Truth is a national public health education campaign to raise awareness that heart disease and stroke are the leading cause of death for Canadian women.<sup>1</sup>

The Heart Truth campaign educates women about identifying their risks and warning signs of heart disease and stroke, and shows them how to take charge of their heart health by making lifestyle changes that can reduce their risk by as much as 80 per cent.<sup>2</sup> For more information check out [www.thehearttruth.ca](http://www.thehearttruth.ca)

## **How does the Red Dress symbol fit into The Heart Truth campaign?**

The Red Dress is the official symbol of The Heart Truth campaign. A dress, because it's the internationally recognized symbol for women, and red for power and passion. The Red Dress evokes strength and confidence and captures the spirit of the cause in a symbol women across Canada can identify with. It represents women's courage, passion and their power for change as they share the truth with others and raise awareness about the importance of heart health.

Canadians can show their support for The Heart Truth campaign by purchasing and wearing a Red Dress pin, available for a \$2 donation at Heart and Stroke Foundation offices across the country. One hundred per cent of all donations will be reinvested into women and heart disease initiatives.

## **About The Heart and Stroke Foundation**

The Heart and Stroke Foundation, a volunteer-based health charity, leads in eliminating heart disease and stroke and reducing their impact through the advancement of research and its application, the promotion of healthy living, and advocacy.

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**Sources:**

1. *Investing in Canada's Future 2003-2004*, Canadian Institutes of Health Research (CIHR), 2004
2. *How to make sure the beat goes on protecting a woman's heart*, Johnson PA, Manson JE - *Circulation*, 2005; 111: e 28-33

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For more information on lifestyle changes women can make to reduce their risk for heart disease and stroke visit [www.thehearttruth.ca](http://www.thehearttruth.ca)

Print quality images, broadcast-ready video and media backgrounders are available for download at [http://www.thehearttruth.ca/media\\_centre/](http://www.thehearttruth.ca/media_centre/)

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