



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 recently launched national public health education campaign – The Heart Truth – designed to raise awareness of women and heart disease.

Debuting at Toronto's L'Oréal Fashion Week, The Heart Truth Fashion Show 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: Baia, Izzy Camilleri, Joeffer Caoc, Common Cloth, David Dixon, Jay Godfrey, Paul Hardy, Romona Keveza, Thien Le, Pat McDonagh, Lucian Matis, Arthur Mendonça, Marisa Minicucci, Nada, Nadya Toto, Pink Tartan, Marie Saint Pierre, Tavan & Mitto, Tevrow+Chase and Andy The-Anh. 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: Eva Avila, Jeanne Beker, Charmaine Crooks, Kim D'Eon, Véronic DiCaire, Sophie Grégoire-Trudeau, Larysa Harapyn, Cheryl Hickey, Heather Hiscox, Robin Kay, Tanya Kim, Kristina Maticic, Catherine O'Hara, Nicole Oliver, Lorie Racicot (Miss Canada 2008), Sandie Rinaldo, Nancy Robertson, Beverly Thomson, Anna Wallner and Mary Walsh. 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 at the inaugural The Heart Truth Fashion Show at Toronto's L'Oréal Fashion Week on Tuesday, March 18, 2008 at 6 pm at Nathan Phillips Square in downtown Toronto.

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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.

Two of the dresses featured in The Heart Truth Fashion Show, those designed by Baia and Tavan & Mitto, will be available for sale at Bay stores across Canada. Ten per cent of the proceeds from the sale of these dresses will be donated to The Heart Truth campaign.

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 of Canada, which gratefully acknowledges the generous support of founding sponsor Becel and contributing sponsors the Bay, Chatelaine, Ocean Spray, Pfizer and Shoppers Drug Mart and The Heart and Stroke Foundation of Canada.

What is The Heart Truth campaign?

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

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.² For more information check out www.thehearttruth.ca

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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 Bay stores across the country, or from the web site or local Heart and Stroke Foundation offices. 100% 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.

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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Print-quality images, broadcast-ready video and media backgrounders are available for download at www.thehearttruth.ca For interviews, contact Sarah Burgess at 604.623.3007 x. 250 or Sarah.Burgess@Karyo-Edelman.com