



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 is the leading cause of death for Canadian women¹, they can reduce their risks for heart disease and stroke by as much as 80 per cent by making lifestyle changes and taking action to improve their health.²

The third 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, Joeffer Caoc, Farley Chatto, Jacqueline Conoir, Ines Di Santo, David Dixon, Eugenia, Evan & Dean, Fashion Crimes, Jay Godfrey, Paul Hardy, Kamea, Linda Lundstrom, Ross Mayer, Jason Meyers, D'arcy Moses, Patrice Soku, Andy Thè-Anh, and Nadya Toto. 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: Erin Cebula, Keshia Chanté, Jane Francisco, Robin Gill, Luba Goy, Marci Ien, Tanya Kim, Silken Laumann, Mira Leung, Sheila McCarthy, Anne-Marie Mediwake, Tracey Moore, Leah Pinsent, Caroline Rhea, Kathleen Robertson, Crystal Shawanda and Kimiko Zakreski. All models are generously donating their time and celebrity to raise awareness of women's heart health.

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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 Wednesday, March 31 at 3 pm in the LG Fashion Week environment at Allstream Centre at Exhibition Place in 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.

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 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.

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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.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 taking action to improve their health and making lifestyle changes that can reduce their risk by as much as 80 per cent.² For more information check out

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. 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 \$1 donation at www.thehearttruth.ca. One hundred per cent of all proceeds 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