

2026 ST. LOUIS GO RED FOR WOMEN LUNCHEON



American
Heart
Association®

American Heart Association®



Go
Red
for women®

Event Details

Program

11-11:45 AM – Registration and Welcome Reception

11:45 AM – Program Begins

1:00 PM – Red Means Go!

1:30 PM – Event Concludes

Parking

You can self-park in the garage and receive a validation code while checking in at registration OR you can make use of the complimentary ballroom valet parking.

Overview

Go Red for Women is the American Heart Association's signature women's initiative. The movement empowers women to take charge of their heart health while addressing critical gaps in research, education, and care. Women's heart health is more than a hot topic, it's changing the lives of our mothers, sisters, and friends. Thank you for joining the movement, we hope you support our mission with a donation during the program.

Introducing a New Auction Experience – Last Paddle Standing

We are so excited to be bringing a new element to the Go Red for Women Luncheon. We've heard from guests over the years that while auctions can be fun and exciting, it can also interrupt the flow of the program and bring the energy in the room down. That's why we are moving towards The Last Paddle Standing! This is a fast-paced giving opportunity that also bring in some friendly competition. Rather than auction off several packages, we are only offering ONE package this year. So, let's get into the details.

HOW IT WORKS

- On screen is the ONLY auction item up for sale
- The AHA staff sets a timer for an undisclosed amount of time
- If you are interested in the package, you can raise your paddle to make a bid and donation of \$100. You can raise your paddle as many times as you like BUT remember, each time you raise is an additional donation to the AHA.
- The LAST PERSON to have their paddle read by our auctioneer as the timer goes off, wins the auction package!

KEY THINGS TO REMEMBER

- Any time you raise your paddle during this portion of the program, you are making a \$100 donation. If you raise your paddle 6 times during this portion, you will be billed for a \$600 donation.
- All donors will be charged, not just the individual who wins the package.

style guide

Use the below outfits to help guide your look for the day!



Thank You!

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