



COUNTY OF ONEIDA  
**OFFICE OF THE COUNTY EXECUTIVE**  
ONEIDA COUNTY OFFICE BUILDING  
800 PARK AVENUE  
UTICA, NEW YORK 13501  
(315) 798-5800  
FAX (315) 798-2390  
[www.ocgov.net](http://www.ocgov.net)

**ANTHONY J. PICENTE, JR.**  
County Executive  
[ce@ocgov.net](mailto:ce@ocgov.net)

NEWS RELEASE

For Immediate Release

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## Picente Proclaims Feb. 6<sup>th</sup> as “Wear Red Day” To Raise Awareness of Heart Disease in Women

Oneida County Executive Anthony J. Picente, Jr., today proclaimed Friday, Feb. 6<sup>th</sup>, as “Wear Red Day” in Oneida County as part of a national effort to increase awareness of heart disease in women.

“Through the very simple yet symbolic act of wearing something red this Friday, men and women are calling attention to the need for women to be aware of their personal heart health history and take the proper steps that can help them prevent heart disease,” Picente said. “I am encouraging the men and women of our community to join in this national effort because fighting heart disease is an important part of our efforts to promote the highest possible quality of life for all people. In a community where America’s Greatest Heart Run and Walk is such a wonderful part of our lives, and our local chapter of the American Heart Association works so hard to get out the message of prevention and pro-active healthy living, observing Wear Red Day is an important way for all of us to get involved.”

National Wear Red Day is an annual event held on the first Friday in February. The first observance, in February 2004, was announced at the White House. On National Wear Red Day, women and men across the country wear red to unite in the national movement to give women a personal and urgent wakeup call about their risk of heart disease.