



## Ames Paints the Downtown Red

Ames, IA – If you venture to downtown Ames during the month of February you might think you have entered a red light district! The lights lining the tops of the buildings will be all red starting the evening of Friday, February 3 in honor of the American Heart Association “Go Red for Women” Day and American Heart Month.

“My grandmother and my father both died of heart attacks,” said Cindy Hicks, Executive Director of the Main Street Cultural District. “When people see our lights on in all red, I hope it reminds them how small lifestyle changes can make a big difference in the fight against heart disease.”

Heart disease and stroke are the leading causes of death in the United States, with more than 17 million deaths each year. That number is expected to rise to more than 23.6 million by 2030. President Lyndon Baines Johnson was the first president to declare February as American Heart Month in 1964.

***The Main Street Cultural District** is a nationally accredited Main Street Community and a member of Main Street Iowa since 2009. Its mission is to advance and promote downtown as the destination district in the heart of our community. To keep updated on MSCD happenings, become a fan of the Main Street Cultural District on Facebook, bookmark [www.AmesDowntown.org](http://www.AmesDowntown.org), or contact our office at 515-233-3472. MSCD is an affiliate organization of the Ames Chamber of Commerce.*