

Heidi Klum Joins Diet Coke and The Heart Truth to Raise Awareness of Women's Heart Health

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Supermodel Heidi Klum is joining Diet Coke to help raise awareness of women's heart health through the Diet Coke Red Dress Program. The program is part of Diet Coke's new partnership with The Heart Truth, a national awareness campaign about women and heart disease, sponsored by the National Heart, Lung, and Blood Institute (NHLBI).

Heidi will make her first appearance for the Diet Coke Red Dress Program on National Wear Red Day, Feb. 1, walking the runway of The Heart Truth Red Dress Collection Fashion Show at Mercedes-Benz Fashion Week 2008.



Then at the Academy Awards® presentation on Feb. 24, Heidi will wear an exclusive couture red dress designed by John Galliano of Dior. Consumers will have the chance to win the dress through a sweepstakes at www.mycokerewards.com beginning Jan. 17. For each sweepstakes entry, Diet Coke will contribute \$1, up to a total of \$250,000, to The Foundation for the National Institutes of Health in support of women's heart health research and awareness.

Additionally, multiple national and local Diet Coke Red Dress retail programs will help raise funds to benefit the Foundation for NIH and spread the word about women's heart health. The Red Dress Program page at mycokerewards.com will also include a link to the NHLBI website where consumers are encouraged to supplement the overall sweepstakes donation with individual contributions.

The Diet Coke Red Dress Program is one part of a multi-faceted initiative supporting NHLBI's The Heart Truth campaign that includes sponsorship of The Heart Truth Red Dress Collection Fashion Show and The Heart Truth Road Show, plus special Diet Coke packaging and advertising.

Continuing the momentum started at Mercedes-Benz Fashion Week, The Heart Truth message will be taken on the road with The Heart Truth Road Show. At this traveling exhibit, six dresses from the Red Dress Collection will be displayed and free heart health screenings and educational materials will be offered to consumers. The Heart Truth Road Show will stop in 10 cities including Los Angeles, Atlanta, Philadelphia, Dallas, Houston, Minneapolis, Palm Beach, Cincinnati, Birmingham and Charleston.



Diet Coke Packaging Delivers Healthy Messages

Special Diet Coke packaging and advertising were developed to support the cause. The new packaging will feature The Heart Truth and Red Dress logos and include tips and information about women's heart health.

In addition to the women's heart health messages, consumers also will start to see early concepts from the Live Positively team—including the Live Positively themeline and three related symbols—on Diet Coke packaging. The Live Positively initiative is focused on accelerating the fulfillment of TCCC's Manifesto for Growth mission, driving more integrated and effective actions across the 5Ps.

More information on the Diet Coke Red Dress Program is available at www.mycokerewards.com. Also, view the Jan. 8 [@KO North America](#) article that provides more information on this initiative.