

Why Rock in Red?

There are tens of thousands of people and their families living with FASD who:

- Need friends and understanding.
- Need support to live safely in our communities.
- Need to participate in life and have a purpose.

The color RED often signifies life!

- Red signals stop and take immediate action.
- Red is a warm, strong and positive color.
- Red is energizing and stands out.

Red excites emotions and motivates us to take action!

Red Shoes? Where did this all start?

Now, that is a good question!

With RJ Formanek, founder of the very successful Facebook support group for adults with FASD called Flying with Broken Wings.

RJ Formanek is an adult with FASD and he decided to wear RED SHOES to stand out, be noticed and have some fun starting the FASD conversation with strangers in 2013. Back then it was all about:

- Turning invisibility into visibility
- Creating conversation
- Changing stigma into understanding and acceptance

The goal was to build awareness and momentum to celebrate FASD Day. We hoped Red Shoes would help more people notice International FASD Day on September 9



**Red Shoes Rock
TOGETHER
We're Unstoppable**

