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## **Singapore Flyer Dons the Little Red Dress**

### **Singapore Heart Foundation Launches its Go Red For Women 2009 campaign at the Singapore Flyer**

**Singapore (February 10, 2009)** - Singapore Heart Foundation (SHF), the leading heart health non-profit charitable organisation in Singapore, today announces the start of its annual Go Red For Women (GRFW) campaign at the Singapore Flyer. In support of the campaign, the Singapore Flyer will feature a “red hour” – from 8pm to 9pm daily until the end of May – which will see the Giant Observation Wheel lit up in red to help raise awareness among women about the importance of maintaining a healthy heart.

“Today, heart disease and stroke combined is the leading cause of death among Singaporean women. There is an urgent need for greater efforts to reverse this trend. It is through education and awareness campaigns like Go Red For Women that the Foundation can reach out to women and encourage them to take responsibility for their heart health,” said Dr Goh Ping Ping, Official Spokesperson for SHF’s Go Red For Women campaign.

“Singapore Flyer has always sought to be actively involved in the community and is pleased to be a part of SHF’s Go Red For Women campaign. In support of this worthy cause, interesting activities will be launched at the Flyer. To kick-start this campaign, the Giant Observation Wheel will be decked out in red – reminding women to take better care of their hearts,” said Ms Patsy Ong, member of the Singapore Flyer Executive Committee.

The Go Red For Women campaign runs from February to May. During this period, SHF will organise various activities and urge Singaporean women to “Put on the little red dress. Go Red For Women!” The little red dress is the international symbol of the GRFW campaign.

Following the GRFW 2009 launch, a roadshow targeted at career women at Raffles Place will be held on 13 February 2008. Recognising the fact that women are often too preoccupied with work or family obligations to head for regular health check-ups, SHF will provide free health screenings on that day for companies who have signed their workers up in advance.

SHF has also partnered SMRT and SMRT Media to debunk common myths about women and heart disease through a series of public health messages featuring the little red dress. Extending the campaign into another realm, SHF also collaborated with First Meta to launch GRFW in Second Life, a virtual world that allows Internet users to interact with each other through avatars.

“Our goal for this campaign is to encourage women to be responsible for their heart health and alert them to the risks of heart disease and stroke. We recognise the need to take on a more proactive approach in educating Singaporeans about women heart health. Hence, we are organising activities reaching out to women of all ages, their loved ones and the general public,” said A/Prof Terrance Chua, Chairman of the Singapore Heart Foundation.

SHF’s GRFW campaign is part of an international movement, led by the World Heart Federation (WHF), which aims to empower women with knowledge and tools so they can take positive action to reduce their risk of heart disease and stroke.

Into its fourth year in Singapore, GRFW aims to raise awareness that heart disease and stroke is the number one killer in Singapore, a fact of which only 8% of women in Singapore are aware.

To assess the level of awareness of women about heart health following the campaign, SHF will conduct its 2<sup>nd</sup> Go Red For Women Heart Health Awareness Survey later this year. This is a follow-up to the first GRFW survey done in 2006.

For details on the GRFW 2009 activities, please visit SHF’s website at [www.myheart.org.sg](http://www.myheart.org.sg).

### **About the Organisers**

GRFW 2009 is a collaboration between the Singapore Heart Foundation and a final year project group from NTU Wee Kim Wee School of Communication and Information consisting of undergraduates Angelina Chung, Denise Goh, Dylan Wang and Janus Goh.

### **About the Singapore Heart Foundation**

The Singapore Heart Foundation (SHF) is a non-profit charitable organisation committed to promoting heart health in Singapore, as well as preventing and reducing disability and death due to cardiovascular diseases and stroke.

Established in 1970, SHF fulfils its mission through educational programmes highlighting preventive measures against heart disease to the public. SHF supports community-based research aimed at gaining a better understanding of the landscape of heart disease in Singapore. SHF also focuses on rehabilitative care in its SHF-Isetan Foundation Heart Wellness Centre for recovering heart patients. In addition, SHF offers assistance to needy heart patients for emergency relief as for treatment. For more information, please visit [www.myheart.or.sg](http://www.myheart.or.sg)

### **About the Singapore Flyer**

At 165 metres, Singapore Flyer is the world's largest Giant Observation Wheel with a unique 360° day-to-night panorama of Singapore city and parts of Malaysia and Indonesia at every turn of the wheel.

Singapore Flyer has 28 capsules – convertible into a unique moving venue in the sky for all occasions – can host up to 28 people in each. Strategically located at Marina Bay – the hotbed to several exciting new developments – each 30-minute flight onboard the Flyer offers a glimpse to the past, present and future of Singapore.

Sitting atop a three-storey building with an exciting array of retail and food-and-beverage outlets, its central atrium opens out to a tropical rainforest, an open-air theatre and a waterfront dining promenade. Special LED lighting on the giant wheel rim provides a kaleidoscopic visual display at night.

Please visit [www.singaporeflyer.com](http://www.singaporeflyer.com) for more information.