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## MEDIA RELEASE

# The Singapore Heart Foundation's Go Red For Women campaign kicks off with I ♥ Car Wash

***Unique car wash and health check-up aims to raise awareness of heart disease as the number one cause of death amongst Singapore women***

Singapore, Sunday January 24, 2010 - The Singapore Heart Foundation (SHF), the leading heart health charitable organisation, initiated its annual Go Red For Women (GRFW) campaign on Sunday 24 January with I ♥ Car Wash, a charity car wash cum health screening held at the Kallang Leisure Park. Teaming up with attractive, fresh male faces from all over Singapore, including the Singapore Calendar Guys, I ♥ Car Wash aimed to heighten women's awareness of heart disease and stroke.

Mr Vernon Kang, Chief Executive Officer of the SHF, said: "In 2008, heart disease and stroke accounted for 32.6 %<sup>1</sup> of all female deaths. That's 1 in 3 women succumbing to heart disease and stroke, which is a largely preventable disease. We believe that just as cars require regular tune-ups and servicing, our hearts need close monitoring too. Organising I ♥ Car Wash is therefore a reminder to women, and men, of the importance and convenience of a simple health check in monitoring our physical well-being."

He further added, "SHF's endeavors such as organising Heart Fair, establishing the AED (automated external defibrillator) Registry and other similar initiatives have raised awareness levels amongst Singaporeans. But we think there is still a need for greater awareness. We will be sharing findings from our Go Red For Women Survey 2010 on February 4, which captures interesting insights on women's awareness level and attitudes towards heart disease and its prevention."

Whilst each driver had their car washed by charismatic, pleasant-faced men, many also had their blood pressure, BMI, visceral fat and body fat levels examined at the health screening booths set up within the premises of Kallang Leisure Park.

One of the enthusiastic drivers, Christella Chuah, 36, said, "I am relatively healthy, but I had no idea I was at a greater risk of having heart disease rather than cancer. This car wash is a fun and interesting way to raise awareness and seeing so many cute men helping out here, my heart already feels better."

The Go Red for Women campaign runs from February to May. During this period, SHF will organise various activities to drive awareness for heart disease and urge women to "Put on the little red dress. Go Red for Women!" The little red dress is the international symbol of the GRFW campaign.

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<sup>1</sup> Source: Immigration and Checkpoints Authority (ICA), Singapore Demographic Bulletin, December 2009, Table 16: Deaths by Cause and Sex. <http://www.ica.gov.sg>

## **About the Go Red For Women Campaign**

The Go Red For Women (GRFW) campaign is an international movement started by the American Heart Association and later adopted by the other World Heart Federation member countries.

The Singapore Heart Foundation launched the GRFW campaign in Singapore in 2005 to bring home the heart-health message to women.

The campaign aims to empower women – who are gatekeepers to the family's health – with the right knowledge and tools to take better care of their hearts and their families.

## **About Singapore Heart Foundation**

The Singapore Heart Foundation (SHF) is a non-profit charitable organisation at the forefront of the battle against cardiovascular disease (heart disease and stroke) in Singapore. Since its inception in 1970, the Foundation has grown into a well-established and reputable organisation with local and international links.

SHF fulfils its mission through educational programmes promoting heart health to the public. SHF supports community-based research to better understand the landscape of cardiovascular disease in Singapore. SHF also focuses on rehabilitative and preventive care for recovering heart patients and at-risk individuals. In addition, SHF offers financial assistance to needy heart patients for treatment as well as emergency relief.

For more information, please visit [www.myheart.org.sg](http://www.myheart.org.sg).

For further information and pictures, please contact:

Aru Sayed  
Fleishman-Hillard  
DID: +65 6424 6954  
Email: [aruadil.sayed@fleishman.com](mailto:aruadil.sayed@fleishman.com)

Bernadette Yuen  
Fleishman-Hillard  
DID: +65 6424 6955  
Email: [bernadette.yuen@fleishman.com](mailto:bernadette.yuen@fleishman.com)