

MEDIA RELEASE

World Heart Day 2010 aims to raise awareness of the importance of blood pressure screening

Singapore Heart Foundation attempts record-breaking blood pressure measurement feat in celebration of its 40th Anniversary of Touching Hearts in Singapore

Singapore, 26 September 2010 - To mark 40 years of heart-health education in Singapore, the Singapore Heart Foundation (SHF) attempted to make it into the Singapore Book of Records for the largest number of persons screened for their blood pressure in six hours.

Mrs Lim Hwee Hua, Minister in the Prime Minister's Office and 2nd Minister for Finance and Transport, kicked off the official launch of National Heart Week and World Heart Day 2010 by having her blood pressure taken in front of hundreds of other participants and spectators. Following suit, queues of people began forming around blood pressure measurement stations, each eager to contribute to the SHF's target of screening the blood pressures of at least 4,040 persons, signifying SHF's 40th anniversary in Singapore.

"A good number of young adult Singaporeans are ignorant of their hypertensive states as most are not in the habit of going for routine basic health screenings. This translates into many not being able to take precautionary measures to contain or treat risk factors," said Mrs Lim. "I am pleased the Singapore Heart Foundation and North East CDC have organised this Heart Fair 2010 to raise awareness of hypertension being a silent killer."

"We hope to get the community engaged through this record-breaking blood pressure measurement exercise and raise the level of awareness among the community of the importance of heart-health," said Associate Professor Terrance Chua, Chairman of the Singapore Heart Foundation. "The blood pressure monitoring machine can help detect hypertension and high blood pressure before it's too late."

In commemoration of SHF's 40th Anniversary, a photo gallery documenting SHF's journey of *Touching Hearts for 40 Years* was displayed. A giant heart-shaped photo collage made up of well wishes from the public was sponsored by Hewlett-Packard (HP), and printed using HP Photosmart printers. This year, HP celebrates its 40th anniversary in Singapore as well.

Renowned local photographer Dominic Khoo also lent his support to the SHF's awareness initiative by donating two photographs to the SHF, which will be sold off in a silent auction.

In the online space, SHF has launched www.1001excuses.sg, a microsite that encourages people to admit their excuses for leading unhealthy lifestyles, and getting them to change their habits. The public can take part in a video competition on the website and stand a chance to win a holiday to Perth or a brand new iPad.

“There are a million excuses people give for leading unhealthy lives,” Associate Professor Terrance Chua said. “The time to change that is right here, right now. We hope that World Heart Day this year will serve as a reminder on how important it is to take care of the one and only heart that we each have.”

This year’s National Heart Week and World Heart Day was made possible by:
North East CDC / Tampines 1 / Omron / F&N Nutrisoy / SMRT / Nestle Omega Plus / Mazola / C-Lium, Novartis / GSK Scott’s / Health Promotion Board / National Heart Centre Singapore / National University Hospital

For media enquiries, kindly contact us:

<p>Bernadette Yuen Fleishman-Hillard DID: +65 6424 6955 Hp: +65 9451 0545 Email: bernadette.yuen@fleishman.com</p>	<p>Stephanie Ho Singapore Heart Foundation DID: +65 6354 9345 Email: stephanie@heart.org.sg</p>
--	--

ABOUT SINGAPORE HEART FOUNDATION

The Singapore Heart Foundation (SHF) is a non-profit charitable organisation at the forefront of the battle against heart disease 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 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 and preventive care for recovering heart patients and at-risk individuals. In addition, SHF offers financial assistance to needy heart patients for emergency relief as well as for treatment.

For more information, please visit www.myheart.org.sg