

Press Release

Wychavon Leisure Community Association Ltd

Date for release	From	Contact Tel	Email
1 st Feb 2010	Sharon Keen Marketing Manager	01386 562935	sharonk@wychavonleisure.co.uk

Title Rivers Members at Wychavon Leisure Centres get heart healthy!

Body Text

Rivers members at Droitwich, Evesham and Pershore leisure centre's are pledging to keep their hearts healthy by doing regular exercise during February, National Heart Month. The members are also asking friends and family to sponsor them, as part of the British Heart Foundation's **Red for Heart** campaign, to help raise money in the charity's fight against heart disease.

Staff at the three leisure centres will be encouraging their members to beat the winter blues and visit the gyms on a regular basis during February. The snow and bad weather in early January disrupted many people's New Year resolutions to get to the gym on a regular basis. Joining **Red for Heart** will help people commit to regular exercise sessions.

Clare Cassidy, Fundraising Volunteer Manager for the BHF said: "We are delighted that members of these fitness centres are going **Red for Heart**. Heart and circulatory diseases is the nation's biggest killer. All the participating members will be looking after their own hearts in February by doing regular exercise and they will also be helping the BHF support the treatment and care of many vulnerable heart failure patients in Worcestershire. All the money raised will go to our Worcester Balloon Appeal."

Nigel Grundy, Rivers Fitness Room Manager "Go Red for Heart gives people a challenge in February raising money and promoting a good cause. A healthy lifestyle leads to a healthy heart".

The Worcester Balloon Appeal is hoping to raise £38,000 for the purchase of an Intra-Aortic Balloon Pump for cardiac patients at Worcester Royal Hospital. An IABP is a mechanical device used to support the heart function of acutely ill patients. It is inserted into the aorta (the body's main artery) and pumps in rhythm with the heart, to increase blood flow and cardiac output, whilst reducing pressure on the heart. It can also be used for high risk patients receiving treatment for narrowed and blocked coronary arteries.

"This week the appeal total stands at £30,000 so we are calling on local people to help us raise the final £8,000 we need." Clare adds.

If you would like to organise a fundraising event for the BHF and take part in Red for Heart, please call Clare Cassidy on 01562 740081.

ENDS

Notes to editors

- The British Heart Foundation (BHF) is a major national charity that plays a leading role in the fight against heart and circulatory disease, the UK's biggest killer. It is the largest independent funder of heart research in the UK. The foundation also plays an important role in funding education, both of the public and of health professionals, and in providing life-saving cardiac equipment and support for rehabilitation and patient care.
- For further information on the work of the British Heart Foundation visit www.bhf.org.uk.

Ends

Wychavon Leisure Community Association Ltd

Head Office, Pershore Leisure Centre, King Georges Way, Pershore, Worcestershire WR10 1QU
T 01386 562931 F 01386 562948 E info@wychavonleisure.co.uk W www.wychavonleisure.co.uk
Registered in England IPS 28894R, Inland Revenue Charity Number XR30354