Press release

[For immediate release]

Mend a Broken Heart

February is National Heart Month and organizations and charities like the British Heart Foundation are asking everybody to pay attention to their hearts and start living healthier lifestyles.

Around 7 million people are currently living with heart and circulatory diseases in the UK and cardiovascular and heart disease causes 420 deaths in the UK every single day with death rates being highest in Scotland and the North of England.

Local health and fitness expert [name] of [Name of your business] is keen for residents of [town] to use February’s National Heart Month to change their own habits and introduce more exercise and a better diet into their lives.

[Name] says “Most people know someone or have themselves been directly affected by heart disease and the saddest part is a lot of times it is avoidable by changing lifestyle habits.”

“Simple changes in diet by reducing your salt intake and eliminating processed foods and trying to get a few hours of exercise a week can make a huge difference.”

“A healthy diet reduces the risk of coronary heart disease and prevents weight gain which puts pressure on your heart, healthy nutritious food also helps to prevent further worsening of existing heart disease and it’s not too late to start now.”

To help prevent heart disease [name] has come up with five [exercises/foods/both] to change your lifestyle and take better care of your heart.

[add your own suggestions here in the lists]

FOODS

1. Oily fish – explain why
2. Mediterranean diet – explain why
3. Reduce salt – explain why
4. Limit red meat – explain why
5. No processed foods – explain why

EXERCISE AND LIFESTYLE

1. Quit smoking – explain why
2. Cardio workouts – explain why
3. Lose weight by joining a fitness class – keep it general or add in your own specialist area
4. Drink less alcohol and switch to red instead of white wine – explain why
5. Walk instead of driving when possible – explain why

Editors Notes

* British Heart Foundation (BHF) <https://www.bhf.org.uk/>
* Fund raise <https://www.bhf.org.uk/how-you-can-help/fundraise>
* Stats <https://www.bhf.org.uk/what-we-do/our-research/heart-statistics/heart-statistics-publications/cardiovascular-disease-statistics-2018>
* [Name] is available for an interview.
* Website [www.examplewebsite.com]
* Contact number [phone number I’m most available on]
* Any awards you have won
* Any facts about you or your business
* Any celebrities you have worked with
* [name] is available for photos
* Photos available on request