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### **Blood Pressure testing events to set new records**

Stroke Association and Rotary International in Great Britain and Ireland (RIBI) are aiming to host over 1,000 free blood pressure testing events, testing over 50,000 people in 2014. Locally the Newbury Rotary Club are holding their event in the Newbury Town Hall and all are invited for a free blood pressure check between 10am and 2 pm on Saturday the 5<sup>th</sup> April.

High blood pressure is the biggest risk factor for stroke. The Know Your Blood Pressure day aims to raise awareness about the link between high blood pressure and stroke. Volunteers hosting the event can provide information and advice on simple steps to keep blood pressure under control.

Joe Korner, Director of External Affairs at the Stroke Association said: “High blood pressure does not present any symptoms and many people have no idea their health may be at risk. We estimate up to half of strokes could be prevented if people took steps to control it through diet, exercise or medication.

“This year we are hoping to test at least 50,000 people all over the country. We hope to see many people from the Newbury area at The Newbury Rotary Club event; it’s a simple and straightforward way to find out more about reducing your risk of having a stroke.”

Will Job, president of Newbury Rotary Club, said: “The Know Your Blood Pressure campaign has been supported by Rotary for over a decade. The ideal blood pressure is 120/80 but we know a significant number of people have readings above that and a quarter have dangerously high blood pressure with readings over 140/90. Nationally, Rotary took nearly 43,000 blood pressure readings last year and of these nearly 7,000 people were advised to take action. These events can play a big role in reducing strokes across the country. It’s clear from our work that high blood pressure is far more common than you would think.”

This event is one of many Rotary events during the year supporting our local community including Young Photographer, Charity Walk, Barge Week – details of these and other projects can be seen by visiting <http://www.newburyrotary.org>

For more information on stroke, call the Stroke Association helpline on 0303 3033 100 or visit <http://www.stroke.org.uk/kybp>

Join your local Rotary club and discover how you can make a difference. For more information about Rotary International in Great Britain and Ireland, visit <http://www.ribi.org>

**Ends**



#### **NOTE FOR EDITORS:**

##### **Rotary International**

Rotary International in Great Britain and Ireland, part of Rotary International, has 1,845 clubs and more than 55,000 members.

Rotary International was founded in 1905 in Chicago and is now the world's largest international service organisation with 1.2 million professional men and women as members. There are 33,000 clubs in 200 countries and geographical areas.

Rotary clubs are open to men and women who are business, professional or community leaders who want to use their experience for the benefit of others.

Rotary initiates local and global projects to promote world understanding and peace and improve life conditions for people of all ages and cultures. To find out more, visit [www.ribi.org](http://www.ribi.org).

##### **Rotary Club of Newbury**

Currently have some 42 members meeting on a weekly basis at Donnington Valley Hotel and following the Rotary ideal of "Service above Self" to support both local and international projects. To find out more about the club visit <http://www.newburyrotary.org> or email [secretary@newburyrotary.org](mailto:secretary@newburyrotary.org)

##### **Stroke Association**

A stroke is a brain attack which happens when the blood supply to the brain is cut off, caused by a clot or bleeding in the brain. Around 152,000 people have a stroke in the UK every year and it is the leading cause of severe adult disability. There are over 1.2 million people in UK living with the effects of stroke.

Stroke Association is a charity. We believe in life after stroke and we're leading a community of people to change the world for people affected by stroke. We work directly with stroke survivors and their families and carers, with health and social care professionals and with scientists and researchers. We campaign to improve stroke care and support people to make the best recovery they can. We fund research to develop new treatments and ways of preventing stroke. The Stroke Helpline (0303 303 3100) provides information and support on stroke. More information can be found at [www.stroke.org.uk](http://www.stroke.org.uk)

For further information and interviews with case studies and spokespeople, please contact the Stroke Association's media team on 020 7566 1500 or email [press@stroke.org.uk](mailto:press@stroke.org.uk)

For urgent out of hours media enquiries only please call 07799 436 008. ISDN facilities are also available.

##### **Local Stroke Care support - Stroke Care for Newbury & West Berkshire**

Stroke Care for Newbury & West Berkshire is an independent registered charity with affiliation to The Stroke Association. [Our mission](#) is to provide relief & practical support to residents of West Berkshire who have suffered the effects of a stroke, to their families and to their carers. Our group is structured to provide from hospital discharge through to independent living. We provide a comprehensive programme of Physiotherapy, Cognitive therapy, Communication therapy, Hydrotherapy etc., targeted on rehabilitation and achieving recovery as well as confidence building, providing friendship and support. To find out more visit <http://www.strokecarenewbury.org> or email [strokecare.newbury@googlemail.com](mailto:strokecare.newbury@googlemail.com)