



PRESS RELEASE – released 13th April 2015

Rotary helps conquer Stroke in Newbury

In a bid to conquer stroke, residents in the Newbury area are invited to free blood pressure testing by the Stroke Association and The Rotary Club of Newbury on Saturday the 18th April at the Town Hall between 10 am to 1 pm.

High blood pressure remains the single biggest risk factor for stroke, contributing to over half (54%) of strokes in England, Wales and Northern Ireland. *Know Your Blood Pressure* day is about raising awareness of the link between high blood pressure and stroke. Residents in Newbury can get their blood pressure checked, and receive information and advice on steps to keep it under control.

In 2014, Rotary clubs and Stroke Association organised over 400 events across the UK. In the same year, Rotary GBI was honoured with a Special Recognition Award by Stroke Association for their long-term support of the *Know Your Blood Pressure* campaign. Dr James Logan, Channel 4's own TV Doctor, presented the Life After Stroke Award to Rotary GBI at a prestigious awards ceremony hosted by Baroness Karren Brady.

Hemant Amin, President of Newbury Rotary said: "Rotary's long term support for the Know Your Blood Pressure campaign has reached hundreds of thousands of people in the last decade, potentially saving many lives. 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. 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."

Laura McGuinness, who leads on stroke prevention at the Stroke Association said: "High blood pressure is often referred to as the silent killer because it doesn't present symptoms and many people have no idea their health may be at risk. Over 9 million people in the UK are currently registered with high blood pressure but estimates suggest there could be up to almost 7 million people who are currently undiagnosed and at risk.

"Getting your blood pressure checked is easy and quick. We hope to see many people from Newbury at our event; it's a simple way to reducing your risk of having a stroke."

In addition to the events taking place on 18th April, there will be blood pressure checks at community events throughout the year. To find your nearest blood pressure event, you can visit www.stroke.org.uk/kybp.

Ends

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

Notes to editors:

- 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. There are around 152,000 strokes in the UK every year and it is the leading cause of severe adult disability. There are over 1.2 million people in the 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

Rotary International

Rotary International is a worldwide voluntary organisation of dedicated business professionals and community leaders who share a passion and commitment to helping and improving communities both locally and across the world. There are 1.2 million Rotarians who make up more than 34,000 Rotary clubs in nearly every country in the world who all share a dedication to the ideal of Service Above Self. Rotary Club of Newbury is one of those clubs.

Over the past ten years the Rotary Club of Newbury has raised around £500,000 for good causes.

The Rotary Club of Newbury is one of 1,855 clubs within *Rotary International in Great Britain and Ireland* (RIBI) which has in total over 55,000 members. It in turn, is an integral part of Rotary International, the world's first service organisation. Each member enjoys giving something back to those in need, as well as building business and social networking opportunities, learning new skills and having a huge amount of fun.

Rotary Club of Newbury web address: www.newburyrotary.org