



THE HEART  
AND STROKE  
FOUNDATION  
SOUTH AFRICA

## **NEWS RELEASE**

### **ALTRISK (PTY) LTD**

**DATE:** Wednesday, 3 February 2010

#### **Altrisk 'for life' campaign raises R100 000 for charities**

Altrisk raised **R100 000** during a charity drive over the festive season where the company pledged R25 to the **Heart and Stroke Foundation SA** and R25 to the **Cancer Association of South Africa (CANSA)** for each insurance application submitted by financial advisors between 1 and 21 December 2009.

The two charities each received a cheque of R50 000 from the company at a function held in Craighall on Wednesday, 3 February. **Altrisk** is a long term risk product provider offering **specialist life, disability and critical illness benefits**.

Craig Harding, Managing Director of Altrisk says the donation of R100 000 was made possible entirely by financial advisors who rose to the occasion. "We are most grateful for the wonderful support we received from financial advisors during the 'for life' promotion and I would personally like to thank each financial advisor for committing to this very worthy cause."

Referring to the two beneficiaries Harding says Altrisk committed to supporting the two organisations because cardiovascular disease is the number one killer in South Africa after HIV/AIDS, and cancer takes thousands of lives every year. "The sole aim of The Heart and Stroke Foundation SA and CANSA is to generate awareness and disseminate information regarding these diseases".

Harding adds that an investment in social health and welfare is good for business. "A fair amount of Altrisk's profits are ploughed back into the very adversities that drive the need for our business to exist. It brings security and peace of mind to the families of those people who suffer from these diseases in their time of need."

“On the eve of World Cancer Day on 4 February, we are indeed grateful for this generous donation of R50 000 from Altrisk” says Sue Janse van Rensburg, CANSA’s CEO. “Without such support, CANSA would not be able to deliver our service in all communities in South Africa. The incidence of cancer is rising, and more South Africans are needed to get actively involved in the fight against cancer”

Murishca Nayar Martheze, Head of Communication of yhe Heart and Stroke Foundation SA says Altrisk’s donation of R50 000 will be allocated to the Foundation’s award winning **Children’s Programme** which has educated over 2.1 million children nationwide and continues to reach millions more. “We sincerely appreciate the support from Altrisk and trust the company’s social awareness will set an example to many.”

**END**

#### **Editor’s Notes**

According to a report on heart disease in South Africa commissioned by the Heart and Stroke Foundation, and undertaken by the Medical Research Council in 2007:

- Cardiovascular disease is the number one killer in South Africa aside from HIV and AIDS.
- One in three men and one in four women will have a heart condition before the age of 60.
- About 130 heart attacks and about 240 strokes occur every day with a quarter of these resulting in death.

According to the 2000-2001 South African National Cancer Registry (NCR) Report:

- Males have a lifetime risk of getting cancer of 1 in 6.
- Females have a lifetime risk of getting cancer of 1 in 8.
- The most common cancer in South Africa is skin cancer with about 20 000 new cases reported a year.

## **About the Heart and Stroke Foundation South Africa**

The Heart and Stroke Foundation South Africa is a Section 21 community-based organisation established to reduce the incidence of heart disease and stroke in the population of South Africa by providing education, funding and supporting research [www.heartfoundation.co.za](http://www.heartfoundation.co.za)

## **About CANSA**

CANSA is a community-driven and volunteer-based organisation that has been fighting cancer to save lives for the past 79 years. The organisation has grown to become one of the leading cancer NGOs in the country with 45 offices, more than 12 000 volunteers and 260 staff members [www.cansa.org.za](http://www.cansa.org.za).

## **About Altrisk**

Altrisk is a specialist long term risk product provider. The company's reputation has been built around its superior underwriting expertise. This, coupled with an uncomplicated yet comprehensive product range in the area of life, disability and critical illness benefits, has resulted in Altrisk being an attractive offering supported by South Africa's leading independent financial advisors.

Altrisk is the proud underwriter of in excess of 70,000 clients.

The company was set up in 1999 with the backing of the Hollard Group and Hannover Life Re. Altrisk performs the risk assessment and administration of the Altrisk product range on behalf of Hollard Life. Hollard Life policies are issued to the client and Hollard Life remains responsible for any claim payment. The majority of the risk is reinsured into Hannover Re.

This unique structure provides clients with the best of both worlds – the advantages of dealing with a focused operation dedicated to providing superior service, combined with the backing of the Hollard Group and the security of major international reinsurers.

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