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THE HEART
AND STROKE
FOUNDATION
SOUTH AFRICA

Press Release

22 January 2025

The Heart and Stroke Foundation South Africa (HSFSA) is gearing up to commemorate the much-anticipated celebration of Valentine's Month

The 14th February is Valentine's Day, one of the most famed celebration days on the annual South African calendar and globally. The Heart and Stroke Foundation South Africa (HSFSA) will be commemorating this prestigious day and month through the deployment of a nationwide campaign celebrating all the lovers who like to celebrate their loved ones as well as their partners.

The HSFSA is a non-profit organization (NPO) with its primary mission being the reduction of the burden of cardiovascular disease (CVD), viz. heart disease, strokes and the associated risk factors. The Foundation also focuses on CVD risk factors such as raised blood pressure, diabetes type 2, as well as behavioural factors such as excessive alcohol consumption, tobacco smoking, poor nutrition and a lack of exercise.

According to Praniet Makanjee, the Foundation's Business Manager "this Valentine's Month, the HSFSA will introduce several programmes and activities for development and fund-raising across several touchpoints. Some of these initiatives will cover a host of fundraising and gifting opportunities such as event fundraisers in collaboration with various partners such as shopping centres across the country, a bespoke marathon (viz. Run-zone), brand ambassadorship via brand champions and elementary school fundraisers among others."

All proceeds raised will go towards the HSFSA's much needed facilitation of life saving health risk assessments, health talks and campaigns, constructive stakeholder engagement as well as bespoke activities in order to achieve objectives to drive down the burden of cardiovascular disease (CVD) and associated risk factors.

Prof Naidoo, the Foundation's CEO makes the point that 'Cardiovascular and cerebrovascular conditions (CVD), are the leading causes of death and disability within the non-communicable disease cluster in South Africa and is responsible for almost one (1) in six (6) deaths, claiming more lives than that of all cancers combined. However, 80% of heart disease and strokes can be prevented through the uptake of healthy behaviours'.

As a non profit health organization, the HSFSA relies on donor funding to meet its sustainability needs in order to continue the work for many more decades to come and

to reach new frontiers through our invaluable work and data collection. You can make a difference and show your healthy-heart-love to those around you by donating at: <https://www.heartfoundation.co.za/donate/>

Interviews will be conducted with our Business Manager, Health Promotions Team, Dieticians and CEO, Professor Pamela Naidoo.

To co-ordinate and confirm interview dates you are welcome to contact Mr. Themba Mzondi, our PR and Communications Officer on 021 422 1586 / 078 113 5216 or email themba.mzondi@heartfoundation.co.za

About the Heart and Stroke Foundation SA

The Heart and Stroke Foundation South Africa (HSFSA) plays a leading role in the fight against preventable heart disease and stroke, with the aim of seeing fewer people in South Africa suffer premature deaths and disabilities. The HSFSA, established in 1980 is a non-governmental, non-profit organization which relies on external funding to sustain the work it carries out.

The HSFSA aims to reduce the cardiovascular disease (CVD) burden in South Africa and ultimately on the health care system of South Africa. Our mission is to empower people in South Africa to adopt healthy lifestyles, make healthy choices easier, seek appropriate care and encourage prevention.

For more information visit www.heartfoundation.co.za. You can also find us on www.facebook.com/HeartStrokeSA, www.x.com/SAHeartStroke and www.instagram.com/heartstrokesa

