

The WEAR IT. BEAT IT. Campaign

By **Alexander Baron** - Jan 15, 2016



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The British Heart Foundation was set up in 1961. A registered charity, it carries out a number of activities including funding research and lobbying the Government. It is concerned primarily with the fight against heart disease and related issues.



#WearItBeatIt



WEAR IT. BEAT IT.

**Put yourself
in the picture**

**FIGHT
FOR EVERY
HEARTBEAT**
bhf.org.uk

Friday 5 February 2016

In 2012, of the 569,024 deaths in the UK, 73,680 were from coronary heart disease; 146 of these were under 35; 747 aged 35-44; and 2,755 aged 45-54. (These figures were extracted from *CARDIOVASCULAR DISEASE STATISTICS 2014*). There are around

four to five times as many male victims in these age groups as women, although the WEAR IT. BEAT IT. campaign has a heavy female emphasis, as can be seen from the above flyer.

February 5 has been designated the big fund-raising day. Details can be found on the **BHF website**. The charity runs over 500 high street shops and even has a store on Ebay.

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