



Programme Initiators:



THE HEART PROGRAMME/EXHIBITION

- The Heart Exhibition (“**THE HEART**”), Malaysia’s largest heart-health event, was initiated in 2012 by Institut Jantung Negara (IJN) & Yayasan Jantung Malaysia (YJM), in conjunction with World Heart Day annually.
- In year 2014, the National Heart Association of Malaysia (NHAM) and Women’s Heart Health Organisation (WH²O) joined THE HEART as Expert collaborators; endorsing THE HEART as the most authoritative voice in championing optimum heart-health for the benefit of all Malaysians.
- THE HEART aim to create & raise public awareness of risk factors for heart disease and stroke as well as to promote preventive measures to lower the alarming cardiovascular disease (CVD) rate.
- Cardiovascular disease (CVD) is the leading cause of death worldwide, claiming 17.5 million lives annually. In Malaysia, heart disease has been the #1 killer for the past three decades, and risk factors for heart disease, such as obesity, high blood cholesterol, hypertension and smoking are increasing rapidly. One in four Malaysians are at risk for heart disease. Weight loss, lowering cholesterol, reducing blood pressure and smoking cessation in appropriate patients could reduce heart attacks by 36% (AHA).
- THE HEART brings together all the stakeholders involved in the country’s heart health industry to provide members of the public with a two-day fun-filled yet educational Exhibition.
- Featuring Malaysia’s 1st 3-D Mega Heart structure, a giant replica of the heart, for the public to learn about how the heart works, and the latest breakthroughs in heart-health.
- Free health screening and counselling by qualified professionals.
- The Exhibition offers heart-health talks & an opportunity for interested parties to interact with some of the nation’s top Experts!
- The Heart 2014 is made possible by partnerships with Great Eastern Life Assurance (Main Sponsor), Biogrow Oat BG22 (Diamond Sponsor), Nestle Products Sdn Bhd (Double-Platinum Sponsor), Super Food Marketing Sdn Bhd (Platinum Sponsor), Kordel’s Health Supplements (Platinum Sponsor) together with numerous other Gold & Silver Sponsors.

THE HEART 2014 DETAILS

- **Date** : September 27 & 28, 2014 (Saturday & Sunday)
- **Time** : 10.00am – 9.00pm
- **Venue** : Mid Valley Exhibition Centre, Hall 1 & 2

For more information, visit www.theheart.com.my or email enquiry@theheart.com.my.