



Programme Initiators:



Over 55,000 Visitors Thronged The Heart Exhibition 2014!
The Heart Exhibition Launches National World Heart Day 2014

For Immediate Release

PETALING JAYA (27 Sept, 2014): One in four Malaysians has some form of heart disease. Yet, many remain unaware of their heart conditions. The Heart Exhibition, Malaysia's largest heart health exhibition, marks an urgent and significant wake-up call to Malaysians to start taking care of their hearts and prevent heart disease.

The Heart Exhibition is a joint initiative of four of Malaysia's foremost leading Experts Organisation on heart-health - namely, Yayasan Jantung Malaysia (YJM), National Heart Association of Malaysia (NHAM), Women's Heart Health Organisation (WH²O) and Institut Jantung Negara (IJN) making The Heart as the most authoritative voice in championing optimum heart-health for the benefit of all Malaysians.

Officially launched on Saturday by Dr Zainal Ariffin Omar, Deputy Director of Disease Control, representing the Minister of Health, Datuk Seri Dr S. Subramaniam, The Heart Exhibition is taking a powerful blow at heart disease, the nation's number 1 killer for over three decades now. With a nationwide pledge to commit and further motivate Malaysians to take the road towards a healthier heart, this two-day event held at Mid-Valley Exhibition Centre saw an overwhelming number of Malaysians through the exhibition to learn about their hearts.

Featuring Malaysia's first 3-D Giant Heart structure – a heart-normous replica of the human heart, the Exhibition gave over 50,000 visitors a chance to know what it feels like to be a tiny microorganism – shrunk – and then placed on a journey inside the human anatomy. Besides getting a closed-up view about cardiovascular functions and damages caused by a heart attack, this educational tour also included an exclusive Fit-o-Fun Heart Rider Challenge and ECG tests.

Over 3,000 individuals were screened for heart disease risk factors and counselled by qualified healthcare professionals, together with heart-health talks conducted by heart-health Experts from NHAM and YJM for the public.

In the official speech read by Dr Zainal Ariffin Omar, Datuk Seri Dr S. Subramaniam revealed that hospitals under the Ministry of Health sees cardiovascular disease as the leading cause of about 35% of deaths in individuals aged less than 60 years. He further added that more than 8,000 new heart patients are recorded annually.

Many Malaysians are jeopardising their heart health without realising it. High cholesterol and diabetes are high on the ignorance list; 26.6% of people with high cholesterol are in the dark about their condition, while for every new patient diagnosed with diabetes, there are two other patients out there, undiagnosed. Hypertension, afflicts more than 12 million Malaysians.

These conditions lead to coronary heart disease, or stroke and the alarming fact is that those afflicted are younger than our 'Western' counterparts. President of NHAM, Dato' Dr Rosli Mohd Ali further shares "As demonstrated in the National Cardiovascular Disease Database, NCVD, the average age of those admitted with heart attack was 59 years, 7 years younger than the global GRACE Registry, where the average age was 66 years."



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“Malaysia has earned the dubious honour of having the highest obesity rates in South East Asia, and ranked in the top 20 obese nations around the World! We have garnered another disparaging label: the 10th laziest country in the World in terms of physical inactivity. These are certainly not flattering nor encouraging statistics!” stressed Datuk Dr. J.S. Sambhi, Chairman & Founder of YJM.

Datuk Seri Dr. Subramaniam bluntly observed: *“We Malaysians have been asleep for far too long. The Heart Exhibition is an ideal complement in the Ministry’s efforts to help empower more Malaysians with accurate knowledge of the risk factors for heart disease and actions can be taken to address these risk factors. Don’t allow the day to come when you are exhausted by trying to stay well and healthy.”*

The Heart Exhibition 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.

In line with Great Eastern Life’s brand aspiration as a LIFE Company, Great Eastern Life wants to inspire people to turn their health intentions into actions so that they can live healthier, better and longer for their loved ones through various events and initiatives under the Live Great Programme.

Biogrow Oat BG22™, the pioneer in the oat bran category in Malaysia, relentlessly champions scientific innovations to develop cutting-edge healthcare solutions to improve the health and wellbeing of Malaysians.

For more information on The Heart Exhibition, members of the public or interested parties can contact the Secretariat at Tel (03) 5621 1408 OR (03) 5611 3818, email enquiry@theheart.com.my or visit www.theheart.com.my

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**The press release is issued by VersaTrend Sdn Bhd
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