



## News Release

AFA, PO Box 1219, Chew Magna, Bristol, BS40 8WB, UK

Email: [info@atrial-fibrillation.org.uk](mailto:info@atrial-fibrillation.org.uk)

Registered Charity Number 1122442

### **Atrial Fibrillation Association helps launch 1 Mission 1 Million Initiative**

The Atrial Fibrillation Association is delighted to have helped launch the “1 Mission 1 Million” initiative at the European Society of Cardiology on 29<sup>th</sup> August, 2010.

The campaign is a global disease awareness campaign which aims to improve the current low level of understanding about Atrial Fibrillation (AF), its link to stroke, and the need for improved prevention.

The campaign aims to prevent as many as 1 million AF related strokes through increased awareness and understanding.

The initiative is open to receive submissions for project ideas from across the globe with the exception of UK and USA, until 31<sup>st</sup> December 2010. The projects should aim to help educate and raise awareness of the increased risk of stroke with Atrial Fibrillation and improve management of the disease.

Up to 32 projects will be selected to receive funding from a pot of one million Euros. Full information can be found at [www.heartofstroke.com](http://www.heartofstroke.com)

Atrial Fibrillation causes the heart to beat irregularly and often at a too fast or too slow heart rate. People with Atrial Fibrillation are five times more likely to have a stroke than people without Atrial Fibrillation. One in four people aged 40 years or older develop Atrial Fibrillation during their lifetime, making it the most common heart rhythm abnormality. In addition, AF-related strokes are more severe and are associated with more disability than non-AF strokes. Three out of four AF-related strokes are preventable.

*1 Mission 1 Million – Getting to the Heart of Stroke* is also supported by leading health experts and patient organisations including the World Heart Federation (WHF), AntiCoagulation Europe (ACE), and Stroke Alliance for Europe (SAFE) and is sponsored by Boehringer Ingelheim.

Atrial Fibrillation Association spokesperson, Jo Jerrome, said, *“This is an exciting initiative that we are very happy to be involved with. We hope that the project ideas that are submitted will go on to help improve the lives of people affected by AF.”*

#### **Editor’s Notes**

1. For more information, visit [www.heartofstroke.com](http://www.heartofstroke.com)
2. Atrial Fibrillation Association website, [www.atrialfibrillation.org.uk](http://www.atrialfibrillation.org.uk)
3. Contact Jo Jerrome at [jo@atrialfibrillationassociation.org.uk](mailto:jo@atrialfibrillationassociation.org.uk)