

Embargoed 12:01am Wednesday 17 May 2017

Check today – Is your blood pressure okay?

Today marks World Hypertension Day and local residents are being urged to know their blood pressure and take action to protect themselves from stroke.

Stroke Foundation is launching Australia's Biggest Blood Pressure Check to coincide with the day.

Stroke Foundation Chief Executive Officer Sharon McGowan said around 4.1 million Australians were living with un-controlled high blood pressure, putting themselves at serious and unnecessary risk of stroke.

"The only way to know your blood pressure is to have it checked, high blood pressure has no symptoms," Ms McGowan said.

"There is one stroke every 10 minutes. It tragically kills more women than breast cancer and more men than prostate cancer, yet it is largely preventable.

"The best way to protect yourself from stroke is by knowing your blood pressure and managing your stroke risk.

"This month Stroke Foundation will be partnering with Priceline Pharmacy, selected shopping centres and participating sites in Queensland to deliver free health checks.

"Stroke attacks the brain, the human control centre. It happens in an instant, changing the lives of the survivor and their loved ones forever," she said.

During the campaign last year more than 56,000 checks were delivered, one-in-three people tested were found to be at high risk of stroke and referred to their doctor for a full assessment. A person's stroke risk is assessed by a blood pressure reading in conjunction with lifestyle and family history questions. Many of those referred were of working age.

Ms McGowan said checks were simple, fast and free.

"A health check is available near you, it is non-invasive and it may save your life."

What: Australia's Biggest Blood Pressure Check

The check takes 5-10 minutes and includes:

- A simple questionnaire
- Blood pressure check
- You will then receive an interpretation of your results and be provided with lifestyle advice and/or referral to a doctor for a comprehensive assessment if required.

To find your nearest site visit www.strokefoundation.org.au

When: 17 May – 14 June

Where: Australia's Biggest Blood Pressure Check locations:

Visit www.strokefoundation.org.au to find the site nearest you

Local interview and picture opportunities are available on request.

Media release



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Stroke Foundation is a national charity that partners with the community to prevent, treat and beat stroke. We stand alongside stroke survivors and their families, healthcare professionals and researchers. We build community awareness and foster new thinking. We support survivors on their journey to live the best possible life after stroke.

Priceline Pharmacy Priceline Pharmacy is Australia's leading beauty and health store for women. Priceline Pharmacy's first store opened in Victoria more than 30 years ago and today there are 450 Priceline and Priceline Pharmacy stores nationally. Priceline Pharmacy is dedicated to helping women look good, live well and feel great, and offers a wide range of leading health and beauty products and complementary services. Priceline's Sister Club has over 6.7 million members, making it Australia's largest health and beauty loyalty program. Priceline Pharmacy also supports charity partners through the Priceline Sisterhood Foundation – an initiative developed to support the health concerns that matter most to women. Priceline Pharmacy is currently a sponsor of Netball SA and the Adelaide Thunderbirds netball team, the Western Bulldogs AFL Women's team, Sydney Sixer's Women's team, the Kooyong Classic tennis tournament, Rio Olympian (Steeplechase) Genevieve LaCaze and Rio Olympian (Volleyball) Mariafe Artacho del Solar.