

HEARTLAND TOUR- 2015 Press Release- Print media

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HEARTLAND TOUR: "Nine years creating a healthier you, one kilometer at a time" (Halifax, NS) –

This July, someone is going to try to save your life. The Heartland Tour will host all-day events in 7 communities across Nova Scotia. The tour will launch in Halifax on July 4th and will finish in Yarmouth on July 10th with events planned for Truro, Sydney, Antigonish, Pictou County, and Bridgewater.

The HeartLand Tour is a public awareness campaign that uses the bicycle to educate Nova Scotians about cardiac and general health risks. Preventing cardiovascular disease is easier and cheaper than treating it.

Although it is not a secret Nova Scotia's risk of heart disease is higher than the national average. The HeartLand Tour mission is to lead by example. That is exactly what Dr. Nicholas Giacomantonio, Cardiologist at the QEII Health Sciences Centre, President of the Cardiac Cycle Society of Nova Scotia and HeartLand Tour founder, will be doing again for the ninth summer in a row along with 20 other like-minded cyclists that form the Heartland Tour Core Team. Their objective is to unify communities across Nova Scotia with a common goal: creating healthier Nova Scotians and promoting awareness about the high health risks of heart disease and obesity.

Last year, the Heartland Tour Dalhousie Medical School team conducted a "Learn your Stroke Risk" health study by assessing participant's risk of atrial fibrillation and stroke. Atrial fibrillation is a very common rhythm disturbance in the heart that increases the risk of stroke particularly in those who have other risk factors such as diabetes or high blood pressure. The team also checked blood pressure, heart rhythm, and INR Levels for anyone on the blood thinner "warfarin".

427 participants were recruited during the Heartland Tour which resulted in 13.73% of the participants without Atrial Fibrillation had an elevated risk of

stroke and were not on any preventative program. Only 43.75% of patients taking warfarin were within the therapeutic range on point-of-care testing while 85% of family doctors felt their patients were well controlled. Patients on warfarin report good knowledge of the management issues despite being out of the therapeutic range. In summary, a considerable portion of the population without Atrial fibrillation bears high risk for developing stroke and Atrial fibrillation.

Once again this year, the Heartland Tour will spend the day in each community hosting fun-filled family events promoting healthy living through group bike rides for all ages and abilities, along with bike draws, nutritional treats and giveaways for those who register and participate.

Being active is the best way to be healthier and everyone can do it!

Join us in one of the following communities:

July 4- Halifax

July 5- Truro

July 6- Sydney

July 7- Antigonish

July 8- New Glasgow/Pictou County

July 9- Bridgewater

July 10- Yarmouth

For more information on the 2015 Heartland Tour and our “Learn your Stroke Risk” health study visit www.heartlandtour.ca.

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