

Heart&Stroke

February 2009 • VOLUME 10 • ISSUE 1

heartsandminds

NEWS FOR FRIENDS OF THE HEART AND STROKE FOUNDATION OF BC & YUKON

FEBRUARY IS HEART MONTH

The Heart Truth Campaign - Making a Difference

Take Pressure off your Heart

Time To Fly - Leadership Conference



www.heartandstroke.bc.ca



HEART &
STROKE
FOUNDATION
OF BC & YUKON

Finding answers. For life.

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COVER PHOTO:

North Shore/Burnaby Foundation volunteers and staff prepare for flight at recent Leadership Conference

PHOTOGRAPHER:

Rob Moses Photography

GO GREEN!

If you wish to receive **heartsandminds** by email, please contact: Kathryn Sutton, Marketing and Communications Coordinator at ksutton@hsf.bc.ca

Welcome to Heart Month 2009

Celebrity Breakfast, Vancouver's premier Heart Month event, celebrates its 25th anniversary this year. This milestone represents over \$1 million raised by celebrities partnering with the corporate community. Read about how this event is celebrated around the province in unique ways.

Our 15,000 volunteers, who are the backbone of the Heart and Stroke Foundation, play a prominent role in this issue. You will read about Diane Shipclark who is a heart attack survivor and volunteer spokesperson from Nanaimo. Further in the issue is the inspiring story of Cody and Wade-Jake Weibe who are teenage brothers from Kitimat putting their hearts into fundraising in support of their father.

In research news, we have recently launched an interactive website, www.takethepressuredown.ca, that allows visitors to take a quick quiz to help identify their risk for heart disease and stroke.

And of course new tools like takethepressuredown.ca would not be possible without the generosity of our donors. I'm also delighted to tell you that The Heart Truth program is having a significant impact on awareness of women's risk of heart disease and stroke. We will build on this success during year two of the campaign.

During the month of February you may be visited by one of our dedicated volunteers during our Person-to-Person campaign. Please give generously and help us achieve our vision of generations free of heart disease and stroke. Have a great Heart Month!



*Bobbe Wood
President and CEO
Heart and Stroke Foundation
of BC & Yukon*



**HEART &
STROKE
FOUNDATION
OF BC & YUKON**

Finding answers. For life.

From Volunteer to Staff Member

Lori Whalley has been helping the Foundation for over 28 years

Heart and Stroke Foundation volunteers pound the pavement every February as part of our Heart Month Person-to-Person campaign. One such volunteer has been knocking on doors for more than 28 years and has turned her passion for volunteerism into a fulfilling career.

Lori's oldest son was born with a heart problem that required surgery to be corrected. The experience moved heart issues to the forefront of Lori's mind, so for the next 23 years she served as a volunteer. Lori worked her way up the ranks of the P2P program to division leader, then zone leader and eventually was hired as the tele-recruiting supervisor. In 2003 she accepted the position of P2P coordinator in the Tri-Cities office.

"I was approached and asked if I'd like to take on the position, and I agreed," she says. "I like it so far. I think it helps that I've held all the positions available in the program."

Lori has learned a lot about heart disease and stroke in her years with the Foundation. "I was with my mother-in-law when she had a heart attack and knowing the signs, I helped to get her to hospital right away," she says.

She has also seen how her contributions to the foundation help support innovative research to help people like her son. "At a research fair I learned that we are funding a researcher who was working on a congenital heart defect. He was developing a much less invasive procedure to fix the condition," says Lori.

Lori shares the story of her personal connection to the Foundation at volunteer appreciation events and training sessions. "I like people to know that heart disease is not just an older person's disease," she says.

Throughout the years, Lori's family has helped support her work. "My husband canvasses during Heart Month, and helps me with kits throughout the Tri-Cities/Fraser Valley. My sons have also helped in the past by preparing and delivering kits," she says.

Turning her regular volunteering position into a paid staff position was a natural progression for Lori. "I love knowing that what I'm doing is helping someone else."

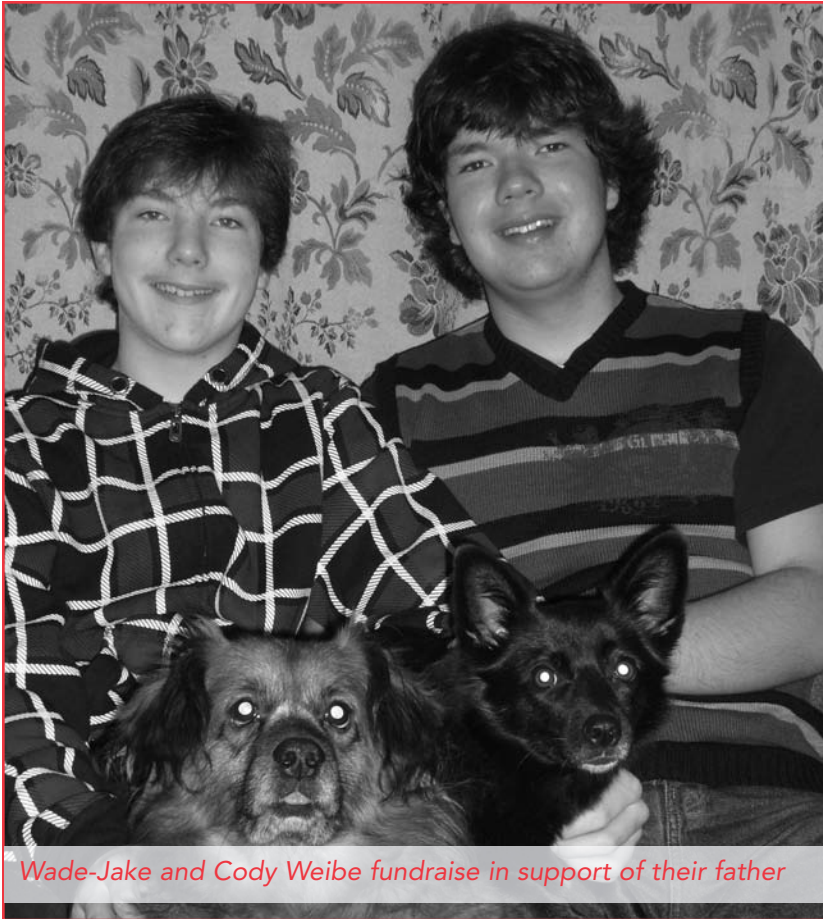


Lori Whalley, Person to Person Coordinator for the Tri-Cities office

A Father's Champions

When their father Jake was diagnosed with heart disease, Cody and Wade-Jake Weibe took action. The boys, now 14, started fundraising at the age of eight through Jump Rope for Heart, a national fundraising program that gets kids physically active and raises vital funds for the Heart and Stroke Foundation.

Jake was only 34-years-old when he had his first heart attack. He required the use of a defibrillator to restart his heart and was air medevaced from his home in Kitimat to Vancouver for care.



Wade-Jake and Cody Weibe fundraise in support of their father

"They raised over \$1000 their first year, and since then have consistently raised an average of \$2000 every year," says Terry Runions, Kitimat Area Coordinator for the Heart and Stroke Foundation of BC & Yukon.

"I like watching the news and seeing the new ways to improve the lives of people with heart disease. It's exciting to know that I helped with that," says Cody.

"Lots of people like to help. Sometimes we even get invited in for cake!" says Wade-Jake.

Jake joins the boys when they go door-to-door. "One neighbour, who was very responsive to the boys, gave them \$100 and told them that when then returned the next year, she would give them \$200," he remembers.

This year both boys will ride the Big Bike, a bicycle built for 30 that travels across

Canada. "Our goal for this year is to raise \$3000," they say.

Unfortunately for the Weibe family, Jake's initial heart attack was only the first of many heart problems to come. In the past six years Jake has had over 18 stents inserted into his arteries in order to give blood room to move.

"The boys have a huge passion for fundraising. They want a cure. They want their dad to be healthy," says Terry Runions.

"My boys are my true heroes. They were the ones who were there and got help when I had my first heart attack. They are my inspiration, my gifts from God," says Jake.

Take Pressure off your Heart

Heart and Stroke Foundation launches new website to educate the public

In British Columbia it is estimated that more than 650,000 residents have high blood pressure, with a staggering 42-percent unaware of their condition. In an effort to raise awareness and inform the public about the risks associated with undiagnosed hypertension, the Heart and Stroke Foundation of BC & Yukon has launched www.takethepressuredown.ca, an educational and interactive website aimed at helping individuals identify their risk for heart attack and stroke.

“This website is an invaluable tool for those who may not realize the danger hypertension poses,” explains Dr. John McNeill, Professor of Pharmacology Sciences at UBC. “Unfortunately some people believe if they don’t exhibit symptoms of an illness, then they must be healthy. However, high blood pressure is an asymptomatic condition, which, when left undiagnosed, can lead to sudden death from heart attack, stroke, and even kidney failure.”

In addition to providing educational resources to help individuals keep their blood pressure under control, visitors to www.takethepressuredown.ca can also link to an assessment test to determine their risk factors for heart disease and stroke. Afterwards, they can sign up for follow-up email support to help make effective lifestyle changes, as well as create a personalized action plan for healthy living.

“Patients oftentimes like to have more information about a condition before they visit a doctor and express concern,” says Dr. McNeill.

“www.takethepressuredown.ca allows anyone with access to a computer to learn about the risks of high blood pressure in the privacy of their own home, which will then hopefully encourage them to visit a physician on a regular basis. It’s never too late to adopt a heart healthy lifestyle.”

“We think that the website is a great way for every British Columbian to find out about the importance of blood pressure for his or her health. It’s fast and easy, and if you do have a higher risk, the Blood Pressure Action Plan and e-mail support provide a good framework to help you deal with it,” says Jeff Sommers, Manager of Research for the Heart and Stroke Foundation of BC & Yukon.

www.takethepressuredown.ca helps individuals identify their risk for heart disease and stroke

HEART & STROKE FOUNDATION OF BC & YUKON
Finding answers. For life.

Heart & Stroke Blood Pressure ACTION PLAN

Get your Action Plan now | What is high blood pressure? | Who's most at risk? | Tell your friends

High blood pressure is no way to live.

High blood pressure increases your risk of heart attack and stroke.
Please take this test. Find out how to protect your health.
This self-assessment tool is easy and completely confidential.
In just five minutes you'll:

- Identify your personal risk of high blood pressure
- Create your own personalized action plan for healthy living
- Sign up for support to help decrease your risk

Protect your heart, for yourself, and for those who love you. Take the test right now.
Tell your friends about this test. It's a great way to show you care.

Your life is valuable. Protect it by taking this 5 minute assessment.

Videos

The Pressure Is On

Love's Gonna Kill Me

Breaking News

Watch Dr. Rhonda Low talk about High Blood Pressure

Share ShareThis

Find out more about Heart & Stroke Foundation • Make a donation now • Our partners

Sick Feeling Turns Dangerous

Diane Shipclark was camping by herself in 2007 when she had a heart attack, but she had no idea her “sick feeling” was so serious.

Although Diane had been feeling sick and tired for over six months, she didn't think it was a reason not to go camping. She knew the signs of a heart attack, but she didn't think that's what the problem could be. Even though she had several risk factors for heart attack, Diane had not quit smoking, taken up regular physical activity, or changed her diet.

In the months leading up to her heart attack, Diane noticed she was tired all the time, but brushed it off because many of the women around Diane's age had similar complaints.

The weekend of her camping trip, Diane was in denial. Although she was too tired to set up camp on her own and had to rest most days, she didn't think it was a serious problem. It was when her daughter came to visit on day three, that she insisted on taking Diane to the hospital. At the hospital, Diane was told that she had had a heart attack and would need open heart surgery.

“I was a wreck. I didn't really understand that they would actually have to cut my chest open,” she remembers.

The road to recovery was not an easy one for Diane. “I went into a deep, dark depression,” she says. “It was total fear.” The usually upbeat 57-year-old was taken aback by her anxiety. “I had not been warned at all,” says Diane.

Fortunately, her family was supportive, she had some counseling and joined a support group. Through the Heart&Stroke Heart-to-Heart program, Diane met others who had been through a similar experience.

Since her heart attack, Diane has revamped her lifestyle and eating habits. She quit smoking, bought a treadmill, joined Curves, and cut out salt. “I read labels a lot now,” she says. Diane is now taking the time to share her story with others in the hope that her experience will influence other women and men to be aware of the varying signs of heart disease.

Diane's advice? “Keep at your doctor if you feel something is wrong. I look in the mirror now and I think, ‘Wow! There's colour in my cheeks.’ I haven't seen that colour for years!”



Diane Shipclark, a heart attack survivor

ROB MOSES PHOTOGRAPHY

The Heart Truth Campaign – Making a Difference

The Heart Truth campaign launched in February last year definitely is raising awareness about the risk of heart disease and stroke for women. A comprehensive media and awareness campaign elicited a phenomenal response to The Heart Truth program in its inaugural year.

Highlights included the testimonies of several women who shared their powerful stories of heart disease and stroke. Women's lives have been changed. Awareness that heart disease and stroke is women's most serious health concern rose from 13 to 23 percent. Awareness that heart disease and stroke is the leading cause of death rose from 32 to 43 percent. This change occurred in just one year! Just think what impact the program will have in the next few years.

The success of the program was recognized by the Canadian Society of Association Executives, winning the 2008 "Associations Make a Better Canada" Award in the Public Information/Education category. The award was given in recognition of the leadership of Bobbe Wood, President and CEO of Heart and Stroke Foundation of BC & Yukon, in developing, raising funds and implementing The Heart Truth campaign across Canada.

To learn more about The Heart Truth program, visit www.thehearttruth.ca.

Bobbe Wood displays the Foundation's "Associations Make a Better Canada" award from the Canadian Society of Association Executives



Celebrity Breakfast Celebrations Province Wide

During Heart Month communities throughout BC hold a wide range of events to raise funds for heart disease and stroke research and increase the awareness of the leading cause of death in Canada.

In the last 30 years, one signature event has caught on in several communities and has raised over \$1 million in Vancouver alone. That event is **Celebrity Breakfast**.

Celebrity Breakfast is where celebrities donate a few hours of their time on a February morning to have breakfast with donors from the business community. These breakfasts are a great opportunity for business leaders to network while raising funds for a great cause.

Prince George

The Prince George area office has been hosting a Celebration Breakfast for the past 23 years. Since it started, this event has raised over \$83,000. An average of 250 guests are treated to a beautiful breakfast at the Coast Inn of the North, complemented by excellent motivational speakers.



Duncan

Duncan uses the recent leadership conference theme for its breakfast and many attendees dress up in that theme. This year the 22nd annual Celebrity Breakfast will be in Duncan on February 2, and in the past seven years the breakfast has raised over \$40,000. Although it is a smaller community, the Duncan Celebrity Breakfast boasts over 300 guests each February.

Kamloops

The Kamloops Celebrity Breakfast is a high profile media event. Local celebrities from TV, radio, and chamber of commerce are among the attendees who come to hear the mayor declare February as Heart Month. In the past five years this event has raised close to \$7,500. This year the Celebrity Breakfast is February 12.



Nanaimo

In Nanaimo, A Channel personality Bruce Williams auctioned himself off to raise money for life saving research. The Nanaimo Celebrity Breakfast, celebrating its 14th year this February, has raised over \$60,000 in the past seven years. Two-hundred and fifty people are expected at this year's event on January 30.



Kelowna

This year marks the 30th anniversary of Celebrity Breakfast in Kelowna. The goal for this year's event, to be held on February 3, is to raise \$30,000 for 30 years. In the past two years students from the Jump Rope for Heart program have been honoured for their hard work raising money and educating their peers about heart disease and stroke.

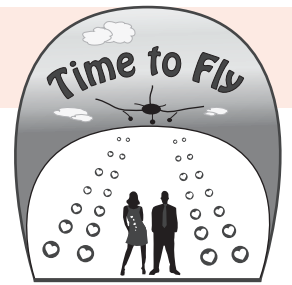
Vancouver

Celebrity Breakfast in Vancouver will be celebrating its 25th anniversary this year on February 11. Since the beginning, big name celebrities such as Gordon Campbell, Tamara Taggart, Peter Legge, and Gloria Makarenko have taken the time to join 500 guests in a morning of networking, inspiration and fun. In the last 24 years, this high profile event has raised over \$1 million!



Time to Fly

The Leadership Conference in October was full of energy, excitement and enthusiasm. About 200 staff and volunteers gathered at the Delta Airport Hotel to celebrate the successes of the past year, learn about Heart and Stroke Foundation funded research, plan for the future, and have a good time.



A sea of festive red set the tone.

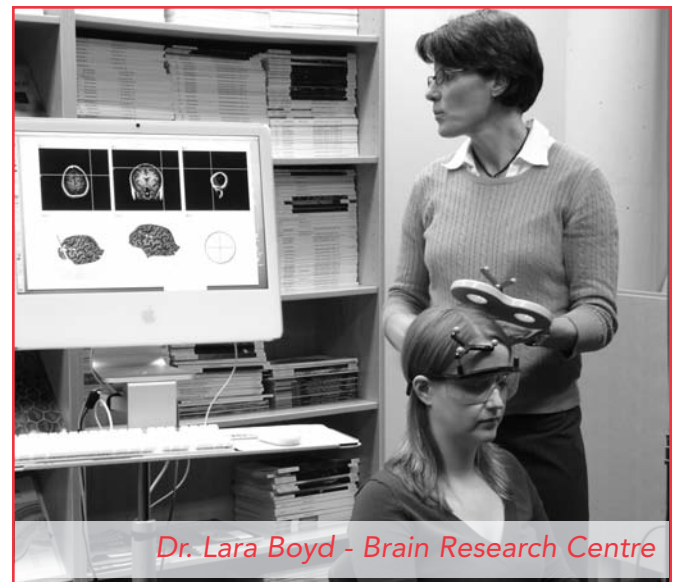
Here are just a few of the highlights from last year's conference:

Vision Brainstorm

John Forsdick from Context Research helped to facilitate a vibrant discussion on what the future of the Foundation looks like. The task of creating a new vision for the Foundation is undertaken by the Board of Directors, and this year, for the first time, those closest to the cause, staff and volunteers, were recruited to help create the new vision. After going over the Foundation's strengths and weaknesses, the consensus was that we need to focus on research and public awareness.

Tour of Brain Research Centre

Transporting and touring some 200 people through the Brain Research Centre at UBC was no easy feat, but it was well worth it. In four separate bus loads, all conference attendees were taken to UBC to see first hand what their hard work is funding. Max Cynader welcomed each group and introduced the Centre, touching on the various research projects that are in progress. Then each group was led through the Centre and was shown photon microscopy, which uses lasers to view biological tissue, as well as how the Centre is studying stroke by placing brain matter in a Petri dish and then denying it oxygen. Dr. Lara Boyd explained that she is researching a new rehabilitation technique that stimulates very specific areas of the brain to induce muscle movement.



Dr. Lara Boyd - Brain Research Centre

The Red Runway

Every year on the Friday night of conference, there is a themed sit down dinner. This year the theme was 'Time to Fly' and every area office and department at provincial office put their hearts into their look and did not disappoint.



The Richmond/Delta area office shows its patriotism



Victoria area office goes glam



Surrey/Langley/White Rock area office gets silly



The caped crusaders of Vancouver area office

Extraordinary People. All too Common Disease.

The Heart and Stroke Foundation has many friends who are drawn to the Foundation for a variety of reasons, but one of the most common is that they have been directly affected by heart disease and stroke. Many of these people share stories about how they, or their loved one, come from middle income families, live relatively healthy lives and never saw themselves at risk for heart disease or stroke.



Alice Zajac was caught off guard by her heart attack, and decided to donate to the Foundation to help others learn more about heart disease

Alice Zajac, who recently became a friend of the Foundation, was taken completely by surprise when she suffered a heart attack, and then devastated when her partner Foster died from a stroke. The outgoing couple led a healthy life, and spent time boating, walking and socializing.

"Foster was on the go all the time. He even learned how to fly a plane!" Alice remembers.

On June 1, 2005, life changed for Alice and Foster. "I had always been in pretty good health," she says. "There were no signs of my being sick."

It all began with a funny feeling. "I thought if I lay down I would feel better," she says. But soon after laying down, Alice started to feel much worse and immediately asked Foster to call 9-1-1. Alice knew the "funny feeling" was not right. That thinking saved her life.

At the hospital Alice was told she had a blockage in one of her arteries. She had a stent implanted and went home four days later. The experience made both Foster and Alice more aware of their health. "After my heart attack I saw everything differently. Since then I take things more slowly," she says.

Foster was very proactive in keeping the couple healthy. "We often went for walks, and on days I didn't feel like it, he would coax me into it!" she laughs.

Less than two years later, Foster began waking up with terrible headaches. "They would only last a few minutes," says Alice. Looking back, she wonders if these were mini strokes. Soon after the headaches started, Foster experienced his first stroke. A brain scan showed something on his brain.

Not long after, Foster experienced a massive stroke and was hospitalized.

"After Foster passed away I decided I wanted to do something with our money that would help society," says Alice. She decided to make a significant donation to the Heart and Stroke Foundation. "I decided to direct my money towards research because that is where everything is invented," Alice says.

Alice hopes more people will learn about and "take to heart" the signs and symptoms of stroke and heart disease.

"We really appreciate Alice's gift. Her donation will go a long way in funding world class research projects that will help us in our mission of eliminating heart disease and stroke," says May Low, Personal Gifts for the Heart and Stroke Foundation of BC & Yukon.

Risk factors for heart disease and stroke

- High blood pressure (hypertension)
- High blood cholesterol
- Diabetes
- Being overweight
- Excessive alcohol consumption
- Physical inactivity
- Smoking
- Stress

OUR HEARTFELT THANKS

Caring Heart Circle donors who generously gave \$1,000 and over from August 1, 2008 – November 30, 2008

Some donors wish to remain anonymous

INDIVIDUAL DONORS

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Helen Bernice Sabine
Eileen Louise Swallow
Anne Hewitt Torrance
George Frederick Wells
In Memory of Alfred Saari
Dad and Mom Ross & Marie Arnold

EVENTS IN YOUR COMMUNITY

Prince George

February 6 – 23rd Annual Celebration Breakfast

Surrey

March 13 – Heart Truth South Asian Fashion Show

North Vancouver

February 20 – ‘Cap Mall Has Heart’ Fundraiser, Capilano Mall Grand Court, North Vancouver, BC, 1-6 pm

January 13 to March 17 – ‘Mount Seymour Snowshoes For Heart’ Events – Snowfit Series, 7 pm

January 7 to 28 and February 4 to 25 – Women’s Winter Workout, 7 pm

Vancouver

February 1 to 28 – Cardio Challenge at Momentum Fitness, 1762 West 8 Avenue

February 14 – Heart Month Aerobics Class, Marpole Community Centre

February 15 – Chinese Women’s Association of Canada Dinner and Silent Auction, Pan Pacific Hotel

March 18 – Healthy Chef Competition, Sponsored by the BC Produce Marketing Association, Downtown Vancouver

May 12 to 14 – Big Bike, Downtown Vancouver

Victoria

February 14 to 21 – Stride for Heart

April 26 – 20th Annual TC 10K

DO YOU KNOW?

SIGNS OF A HEART ATTACK

One or more of these:

- Chest pain or discomfort.
- Pain in arm, neck, jaw, or back.
- Sweating.
- Nausea.
- Difficulty breathing.

SIGNS OF A STROKE

One or more of these:

- Sudden weakness, numbness.
- Sudden trouble speaking.
- Sudden vision problems.
- Sudden severe headache.
- Sudden dizziness.

KNOW WHAT TO DO

If you or someone you know is experiencing a heart attack or stroke,

CALL 9-1-1

or your medical emergency number immediately.

For your free Warning Signs wallet card, call
1.888.HSF.INFO

THE HANDY

directory

Here’s a list of useful contact information to keep on hand: Heart and Stroke Foundation of BC & Yukon Regional Offices

Vancouver

1216 West Broadway
Vancouver, BC V6H 3V1
Tel. 604.736.4088
Fax. 604.736.4087

North Shore/Burnaby

305-123 East 15th Street
North Vancouver, BC V7L 2P7
Tel. 604.983.8492
Fax. 604.983.8493

Tri-Cities/Fraser Valley

100-2232 McAllister Avenue
Port Coquitlam, BC V3C 2A6
Tel. 604.472.0045
Fax. 604.472.0055

Surrey/Langley/White Rock

218-13569 76th Avenue
Surrey, BC V3W 2W3
Tel. 604.591.1955
Fax. 604.591.2624

Richmond/Delta/New Westminster

260-7000 Minoru Boulevard
Richmond, BC V6Y 3Z5
Tel. 604.279.7130
Fax. 604.279.7134

Victoria

107-1001 Cloverdale Avenue
Victoria, BC V8X 4C9
Tel. 250.382.4035
Fax. 250.382.0231

Vancouver Island

401-495 Dunsmuir Street
Nanaimo, BC V9R 6B9
Tel. 250.754.5274
Fax. 250.754.5275
Toll-Free. 1.888.754.5274

Northern BC & the Yukon Area

1480 Seventh Avenue
Prince George, BC V2L 3P2
Tel. 250.562.8611
Fax. 250.562.8614

Kamloops/Cariboo

201-635 Victoria Street
Kamloops, BC V2C 2B3
Tel. 250.372.3938
Fax. 250.372.3940

Okanagan/Kootenays

4-1551 Sutherland Avenue
Kelowna, BC V1Y 9M9
Tel. 250.860.6275
Fax. 250.860.8790
Toll-Free. 1.866.432.7833

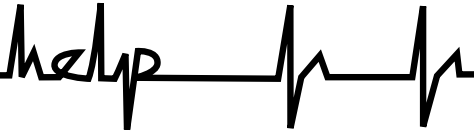
Why I VOLUNTEER

"I love knowing that what I'm doing is making a difference in my community. Through my volunteering I promote healthy living, which is an important part of preventing heart disease and stroke." – Luvdeep Malhi



Take a few hours this February and join our community of volunteers
 Register now to become a Heart Month volunteer by visiting
www.heartandstroke.ca/help or call 1-888 HSF INFO

Volunteer Today



YOUR TIME IS OUR LIFELINE.

Be a Heart Month Volunteer.
 With your help, lives can be saved.

PUT YOUR HEART INTO IT.™ MAKE A DIFFERENCE.



Finding answers. For life.

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heartsandminds
 is published three times
 a year by:

Heart and Stroke Foundation of BC & Yukon

200-1212 West Broadway
 Vancouver, BC V6H 3V2

Tel.: 604.736.4404

Toll-Free: 1.888.473.4636

Fax: 604.736.8732

www.heartandstroke.bc.ca

Contributing Writers:

Michelle Moses

Editors: Michelle Moses and

Kathryn Sutton

Design/Production: Lisa Gixti

Printing: Horseshoe Press Inc.



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