



**CLIENT: THE HEART & STROKE FOUNDATION**

**AIR DATE: MAR. 11TH**

**LENGTH: ONE MINUTE**

**THE PSA:**

**SFX: EMOTIONAL PIANO MUSIC**

**ANNCR: DID YOU KNOW THAT STROKES ARE A LEADING CAUSE OF DEATH IN CANADA?**

**NOT ONLY DO THESE UNPREDICTABLE, DEADLY, AND LIFE-ALTERING SITUATIONS AFFECT ADULTS, THEY AFFECT CHILDREN ASWELL.**

**ANNUALLY, 62,000 CANADIANS HAVE STROKES, OUT OF THIS NUMBER, 14,000 OF THESE PEOPLE END UP PASSING AWAY.**

**THE HEART & STROKE FOUNDATION IS DEDICATED TO INFORMING CANADIANS ABOUT PROPER HEART HEALTH.**

**DONATING CAN SAVE A LIFE, AS THIS PHENOMENON IS SO COMMON, YOU COULD BE HELPING OUT AN OLD FRIEND OR EVEN A DISTANT FAMILY MEMBER.**

**STROKES CAN AFFECT ANY AND EVERYONE.**

**THOUGH STROKES AND HEART DISEASE AREN'T COMPLETELY AVOIDABLE, IT IS YOUR JOB TO MINIMIZE THE CHANCES AS MUCH AS YOU CAN.**

**AGE AND FAMILY HISTORY MATTER WITH CARDIOVASCULAR HEALTH.**

DIET CHANGES AND STAYING ACTIVE ARE NECESSARY,  
CARDIOVASCULAR EXERCISES ARE A GREAT WAY TO KEEP HEART  
HEALTH UP TO SHAPE.

AS CANADIANS IT IS OUR JOB TO STAY AWARE AND GIVE A HELPING  
HAND TO THE PEOPLE THAT NEED IT

DONATE AND CHECK FOR MORE INFORMATION AT HEART AND STROKE  
DOT CA.