

September 27, 2017

## World Heart Day: Campaign urges people to live heart-healthy lives

Today, cardiovascular disease (CVD) is responsible for claiming 17.5 million lives a year, with low to middle income countries carrying the burden. In the Philippines alone, 17% of people aged 30-70 die prematurely from CVD, including heart disease and stroke, but the good news is that at least 80% of these premature deaths could be avoided or postponed.

Created and led by the World Heart Federation (WHF) and in partnership with Manulife, World Heart Day aims to combat the rising number of people with CVD, the world's biggest killer, by raising awareness and promoting the importance of living a heart-healthy lifestyle.

This year, on 29 September, WHF and Manulife are urging people to take action by sharing heart healthy tips and attending iconic illumination events. We can all inspire our families, friends and communities around the world to make the small lifestyle changes that can make a powerful difference to heart health.

Ryan Charland, President and CEO of Manulife Philippines, said: "We are committed to helping Filipinos achieve their dreams and aspirations, and believe that living a healthy and active lifestyle is essential for them to do so. We do our part by promoting it through our products and programs like ManulifeMOVE and on a bigger scale, joining hands with WHF. Over the next three years, we'll be working closely with WHF to raise awareness about heart health and in the process, help improve the health of our customers, employees, and communities we're a part of."

Professor David Wood, Cardiologist and President of the World Heart Federation said: "We cannot underestimate the global importance of good heart health - 31% of all deaths worldwide are from CVD. World Heart Day is our chance to bring people together to tackle the world's biggest killer and urge more people across the globe to improve their heart health. The power to change is in our hands. Making lifestyle changes such as eating more fruit and vegetables, keeping active and stopping smoking can save millions of lives."

Members of the public can get involved by sharing their heart healthy selfies and tips using [#WorldHeartDay](#) and attending one of their local events (list available [here](#)). They can also see how heart smart they are using the [Heart IQ test](#).

### How can you be more heart-healthy? The World Heart Federation advises:

- **Become more active**
  - Aim for at least 30 minutes of moderate-intense activity five times a week.
  - Remember even small things like taking the stairs or getting off the bus early can help
- **Stop smoking** - this is the single best thing you can do to improve your heart

health.

- **A more balanced diet**
  - Try to eat 5 portions (about a handful) of fruit and veg a day
  - Get your children involved in cooking to help them learn about healthy eating
- **Get your blood pressure checked regularly**

For more information and to view the World Heart Day please visit World Heart Day website:  
[www.worldheartday.org](http://www.worldheartday.org)

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### **About World Heart Day 2016**

World Heart Day was founded in 2000 to inform people around the globe that heart disease and stroke are the world's leading causes of death, claiming 17.5 million lives each year. World Heart Day takes place on 29 September every year.

### **About Manulife**

Manulife Financial Corporation is a leading international financial services group that helps people achieve their dreams and aspirations by putting customers' needs first and providing the right advice and solutions. We operate as John Hancock in the United States and Manulife elsewhere. We provide financial advice, insurance, as well as wealth and asset management solutions for individuals, groups and institutions. At the end of 2016, we had approximately 35,000 employees, 70,000 agents, and thousands of distribution partners, serving more than 22 million customers. As of June 30, 2017, we had over \$1 trillion (US\$780 billion) in assets under management and administration, and in the previous 12 months we made \$26.7 billion in payments to our customers. Our principal operations are in Asia, Canada and the United States where we have served customers for more than 100 years. With our global headquarters in Toronto, Canada, we trade as 'MFC' on the Toronto, New York, and the Philippine stock exchanges and under '945' in Hong Kong.

### **About Manulife Philippines**

The Manufacturers Life Insurance Company opened its doors for business in the Philippines in 1907. Since then, Manulife's Philippine Branch and later The Manufacturers Life Insurance Co. (Phils.), Inc. (Manulife Philippines) has grown to become one of the leading life insurance companies in the country. Manulife Philippines is a wholly-owned domestic subsidiary of Manulife Financial Corporation, among the world's largest life insurance companies by market capitalization. Learn more about Manulife Philippines by visiting their website [www.manulife.com.ph](http://www.manulife.com.ph) and following them on Facebook ([www.facebook.com/ManulifePH](https://www.facebook.com/ManulifePH)), Twitter (@ManulifePH), and Instagram (@manulifeph).

### **About the World Heart Federation**

The World Heart Federation is dedicated to leading the global fight against cardiovascular disease (CVD), including heart disease and stroke. For more information, please visit: [www.worldheart.org](http://www.worldheart.org); [www.facebook.com/worldheartfederation](https://www.facebook.com/worldheartfederation) and [twitter.com/worldheartfed](https://twitter.com/worldheartfed).

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