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**You can help conquer stroke in [region]**

The Stroke Association and Rotary International are calling on residents in **[insert local area]** to help the two organisations conquer stroke by getting their blood pressure checked. The number of people diagnosed as having high blood pressure has increased consistently since 2005. In England alone, more than five and a half million people remain undiagnosed and untreated for the condition – making them ticking time bombs for stroke.

Local **[insert local area]** residents can have a free blood pressure check on **[insert date]** at **[insert time]** at **[insert location]**.

Amanda Watkin, General Secretary at Rotary International in Great Britain and Ireland, said: “Know Your Blood Pressure Day, on 13 April 2019, is all about raising awareness of the link between high blood pressure and stroke and getting people to have theirs checked. Rotary is supporting the Stroke Association with blood pressure events throughout April and the rest of the year. Stroke strikes every five minutes in the UK, but with events like these, we hope to change this. A blood pressure test is quick and painless, and it could save your life.”

Alexis Kolodziej, Deputy Director of Policy at the Stroke Association, said: “High blood pressure often has no symptoms, and yet it’s much more common than most people think. We know that most strokes can and should be prevented and that’s why we’re urging everyone to have theirs checked. A blood pressure check only takes a moment, and is a simple way to reduce your risk of stroke.”

In addition to the events taking place on Saturday 13 April, there will be blood pressure checks at community events throughout the year. To find your nearest blood pressure event, you can visit [www.stroke.org.uk/kybp](http://www.stroke.org.uk/kybp).

**Ends**

For further information and interviews with case studies and spokespeople, please contact the Stroke Association’s media team on 020 7566 1500 or email press@stroke.org.uk

**Notes to editors:**

* A stroke is a brain attack which happens when the blood supply to the brain is cut off, caused by a clot or bleeding in the brain. There are more than 100,000 strokes in the UK each year; that is around one stroke every five minutes. There are over 1.2 million people in the UK living with the effects of stroke.
* Stroke Association is a charity. We believe in life after stroke and together we can conquer stroke. We work directly with stroke survivors and their families and carers, with health and social care professionals and with scientists and researchers. We campaign to improve stroke care and support people to make the best recovery they can. We fund research to develop new treatments and ways of preventing stroke. The Stroke Helpline (0303 303 3100) provides information and support on stroke. More information can be found at [www.stroke.org.uk](http://www.stroke.org.uk)
* Know Your Blood Pressure Day is a national blood pressure awareness day that focuses on increasing public awareness of high blood pressure as a key risk factor for stroke. Rotary International Great Britain and Ireland (RIBI) and Stroke Association are long-standing partners holding events across the UK on this day. To find out more visit [www.stroke.org.uk/kybp](http://www.stroke.org.uk/kybp).
* Over half of all strokes can be caused by high blood pressure. Stroke strikes every five minutes in the UK. Download a free blood pressure information pack from www.stroke.org.uk/webform/download-your-blood-pressure-information-pack
* Rotary International is a worldwide voluntary organisation of 1.2 million dedicated business professionals and community leaders. In Great Britain and Ireland there are over 50,000 men and women of all ages from all walks of life in Rotary clubs who share a passion and commitment to helping and improving communities both locally and across the world. Each member enjoys giving something back to those in need, as well as building business and social networking opportunities, learning new skills and having a huge amount of fun.