



HeartKids SA Inc.
PO Box 364
North Adelaide, SA 5006
T 0406165111
E committee@heartkidssa.org.au
W www.heartkidssa.org.au
ABN: 24 323 071 359

Media Release

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ANNUAL CHARITY ZIPPA DAY TO PROMOTE CHILDHOOD HEART DISEASE

HeartKids celebrates its annual Zippa Day campaign awareness month in February with particular emphasis on Valentines Day, February 14th designated as HeartKids Awareness Day.

The Zippa Day's main aim is to promote awareness of childhood heart disease which is the greatest killer of children under the age of 5 in Australia.

A range of merchandise including stickers, pens and CD's will be sold throughout Guardian Pharmacies and Big W stores across Australia for the month of February to raise funds and awareness for HeartKids. All funds raised will be directed to assist with research.

Childhood Heart Disease (CHD) claims more lives in Australia than all other childhood diseases. This equates to 35% of all childhood deaths in Australia and is the most common cause for admissions of children to hospital intensive units across the country.

Heart disease is much more widespread than most people realise with one in every 100 children born with a heart condition. About 20% of these are gene related but for the other 80% of cases the cause is largely unknown.

HeartKids is a not for profit organisation with offices operating in every State. Our aim is to reduce the incidence of Heart Disease, to improve current mortality rates for Children's Heart Disease in Australia and to provide much needed support for HeartKids and their families. HeartKids is the only Australian charity solely focused on all aspects of Children's Heart Disease.

Additional Facts:

Most people are both shocked and amazed to hear the facts surrounding children's heart disease:

- ♥ One in 100 kids are born with heart disease - that is six babies every day across Australia - over 2000 per year
- ♥ Heart Defects are the most common birth abnormality
- ♥ Approx 45,000 under the age of 20 have been affected
- ♥ Heart Disease is the greatest killer of children under the age of 5
- ♥ It takes more lives than all other childhood diseases combined – twice that of childhood cancers
- ♥ It accounts for 35% of childhood deaths



- ♥ Heart disease is the most common reason for admission of Australian children to intensive care units with more than 1300 being admitted each year – filling over half the intensive care beds
- ♥ 20% of CHD is gene related - for the other 80% the cause is largely unknown, so there is much to do and many miraculous discoveries to be made
- ♥ Approx half of children diagnosed with heart disease require surgery or medication

HeartKids welcomes any interviews with its National CEO, State General Managers and would welcome the opportunity to introduce you to some heartkids and their families, which would provide a human interest focus if required.

Additional information, interviews and images can be arranged through contacting:

Cathie Turner, Secretary HeartKids SA .

Ph 0406 165 111 Email secretary@heartkidssa.org.au

More information on children's heart disease can be found on: www.heartkidssa.org.au

Online donations can be made via website



William Hodgkins (now aged 1) –the first child to undergo inutero heart surgery in Australia.