

Media Release



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Help spread the love at regional WA field days

A new, fun activity at this year's Newdegate and Dowerin Field Days also has a serious message – look after your heart.

The Heart Foundation's Lock in the Love installation will be at the Dowerin Field Days on 26 and 27 August and the Newdegate Field Days the following week, 2 and 3 September, thanks to sponsor Midalia Steel.

Visitors to the giant red heart can buy a padlock with a heart-shaped tag, write a message of love, support or remembrance and lock it on. A photo shared on social media with #lockinthelove will spread the love even further.

“Lovers worldwide declare their commitment by locking padlocks onto bridges - now you can do the same and support heart health in Australia,” Heart Foundation WA Fundraising Director Wendy Mathews said. “Heart disease remains the single biggest killer of Australian men and women and the Heart Foundation is working hard to change this.

“This fun, interactive campaign that is designed to engage Western Australians of all ages to lift awareness about heart disease and raise much-needed funds will help us continue our important work in the community.

Lock in the Love will be next to the Midalia Steel truck. Information on heart health will also be available.

The installation's rural tour follows a successful event in the Perth's Murray St Mall in the lead-up to Valentine's Day this year. Thousands of passers-by bought locks, shared their stories and learnt more about caring for their heart.

The Heart Foundation's Lock in the Love installation will also be a highlight of Perth's Valentine's Day celebrations next year - it will be in Murray Street Mall from 29 January to 16 February 2016.

www.lockinthelove.com

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