

Media Alert



31 January 2014

LORD MAYOR LOCKS IN THE LOVE IN RUNDLE MALL

What: Heart Foundation's Lock in the Love installation unveiled in Rundle Mall

When: Saturday 1 February 2014

Time: 11.30am (media welcome any time during the day)

Where: Rundle Mall, outside James Place, in front of the Myer Centre

Who : Lord Mayor Stephen Yarwood and Lady Mayoress Emily Yarwood

Scott Mosen, Heart Foundation SA Director of Business Management

Ian Darbyshire, Rundle Mall Management Authority CEO

Happy Heart

On February 1 2014, Rundle Mall will welcome the Heart Foundation's Lock in the Love installation and invite all South Australians to join in and support a good cause.

Standing 2.5m tall, the visually stunning installation consists of five fire-engine red steel frames that spell out LOVE + a giant heart. Participants are invited to write a personal message of love and padlock it to the frames, creating a giant, glittering red and silver sculpture that conveys the world's most simple, positive message.

The installation will be unveiled in Rundle Mall with the Lord Mayor of Adelaide, Stephen Yarwood and Lady Mayoress Emily Yarwood, Rundle Mall's CEO, Ian Darbyshire and Heart Foundation SA's Director of Business Management, Scott Mosen.

"The Adelaide City Council, together with the Rundle Mall Management Authority and Heart Foundation, are happy to 'lock in the love' in our new-look Mall for such a worthy cause," Lord Mayor Stephen Yarwood said.

The installation will be in Rundle Mall from February 1 – 14 before moving into the Garden of Unearthly Delights as part of the Adelaide Fringe.

For a \$10 donation to the Heart Foundation, South Australians will be invited to pledge their eternal love, remember a loved one, celebrate new relationships or mark a milestone by writing a message on their own heart shaped FOB and locking it onto the installation.

For more than 50 years, the Heart Foundation has been dedicated to saving South Australian lives by making a difference to the heart health of all Australians. With heart disease the single biggest killer of South Australian men and women, claiming 1,955 lives in 2011, there is still much to do.

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For more information or to arrange an interview / photo opportunity please contact:

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