

Media Release



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‘LOCK IN THE LOVE’ THIS AUSTRALIA DAY And keep your health in mind!

As part of this weekend’s Australia Day at the Bay celebrations, Heart Foundation SA is asking all Bay-goers to ‘Lock in the Love’ as part of a new campaign being launched this weekend in Moseley Square, Glenelg.

Standing 2.5m tall, the visually stunning installation consists of five fire-engine-red steel frames that spell out LOVE plus a giant heart. For a small donation of \$10 to the Heart Foundation, participants write a personal message of love and padlock it to the frames, creating a giant, glittering red and silver sculpture.

Mayor of the City of Holdfast Bay, Dr Ken Rollond, said the Holdfast Bay Council was delighted to support the campaign.

“We’re delighted that Heart Foundation SA has chosen Glenelg’s Moseley Square as the place to launch this positive campaign in Australia,” Mayor Rollond said. “We hope it is highly successful, not only in raising funds but in raising awareness about heart health – and reminding people about what is truly important in life.”

Mayor Rollond said Council staff and elected members will be contributing their messages of love to the sculpture throughout the Australia Day long weekend.

Heart Foundation SA’s CEO, Dr Amanda Rischbieth is urging everyone to enjoy their Australia Day long weekend but to consider their heart health before overindulging.

“Australia Day is a special occasion we all enjoy, but we’re encouraging everyone to consider making healthy food choices and building some activity into their celebrations to help prevent their risk of heart disease,” said Dr Rischbieth.

Holdfast Bay CEO, Mr Justin Lynch agrees.

“Australia Day at the Bay, for instance, offers a range of events for all age groups, but some of the simplest and lowest cost activities like a picnic on the beach with some beach cricket, swimming and walking with family and friends can also be an investment in your heart health.”

The LOVE installation is in Moseley Square from 12pm Friday 24 January to late afternoon on Monday 27 January. For more information visit www.lockinthelove.com.

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For more information please contact:

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