

Media Release



20 December 2013

Adelaide, let's Lock in the Love!

In 2014, we're asking all South Australians to Lock in the Love in support of the Heart Foundation and volunteer or pledge their eternal love, remember a loved one, celebrate new relationships or mark a milestone for a good cause.

Launching in Holdfast Bay on Australia Day, the LOVE installation will feature red padlocks and metal heart shaped fobs offering the public a unique opportunity to write a message of love and lock it onto the sculpture for a small donation of \$10 to the Heart Foundation.

To help South Australia Lock in the Love, Heart Foundation SA is urgently appealing for Happy Hearted volunteers around SA to take part. 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.

The charity hopes to recruit a 300 strong army of supporters to man the Lock in the Love installation throughout February and March 2014, to help raise awareness and funds as part of the fight against heart disease, the number one killer of Australian men and women.

"With heart disease the single biggest killer of South Australian men and woman, claiming 1,955 lives in 2011, there is still much to do. As a charity, we rely on the generosity of happy-hearted Australians and corporate sponsors to continue the fight against heart disease," said Dr Amanda Rischbieth, CEO of Heart Foundation SA.

"We're looking for 300 SA Happy Hearted volunteers who can spare a few hours during February or March in Rundle Mall or Adelaide Fringe. Volunteering for Lock in the Love is one of the simplest and most rewarding ways to join the fight against heart disease," said Dr Rischbieth.

"Most people don't realise it, but heart disease is the number one cause of death in Australia, killing one person every 24 minutes."

"To help ensure the installation is a success, we need to recruit volunteers across South Australia so please express your interest today – it's a simple and rewarding way to help save lives from heart disease," Dr Rischbieth said.

Interested volunteers can register on the Lock in the Love website, www.lockinthelove.com

Further information and photos are available.

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