



DAY LEWIS Plc NEWS RELEASE

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DAY LEWIS PHARMACIES OFFER FREE BLOOD PRESSURE CHECKS AS PART OF KNOW YOUR NUMBERS! ® WEEK

120 Day Lewis Pharmacies around the UK are holding free blood pressure checks from September 10th–16th - as part of the **Blood Pressure Association's (BPA's) Know your Numbers! Week (KYN)**. The participating stores will be urging all local residents to come and have their blood pressure checked to see if they are at risk of high blood pressure.

More than 16 million adults in the UK have high blood pressure – but a third of them are completely unaware that they have the condition because there are no obvious symptoms. The BPA, the UK's blood pressure charity, calls this group the '**missing millions**'.

High blood pressure is the major cause of death and disability through heart attacks and strokes in the UK. But the good news is the condition can be treated once it is detected.

Peter Glover, Superintendent Pharmacist of the Day Lewis Pharmacy Group said: "We are delighted to support the BPA's important healthcare messages and to play our part in helping raise awareness of the condition by highlighting to people that they are putting their health on the line through ignorance of high blood pressure and its complications. We are encouraging all our customers and local residents to come in and check their blood pressure during the BPA's Know Your Numbers! Campaign. It's painless, quick, free and easy to do and it could

save your life.”

"And we will be reminding those customers who are already diagnosed with high blood pressure that our Day Lewis pharmacy teams can provide support and information on how to lead a healthier lifestyle and can answer any questions about their medication - all essential to good blood pressure management."

Day Lewis Pharmacy Group is among 2,700 organisations including supermarkets, shopping centres, health clubs and GP surgeries which will be offering free blood pressure checks across the UK during the BPA's event.

Nickie Roberts, Executive Director of the Blood Pressure Association, said: "We are urging everyone to have their blood pressure checked during Know Your Numbers! Week and hope we can encourage people to know their numbers in the same way as their height or weight. Keeping blood pressure at a healthy level is one of the most important things everyone can do to reduce their risk of stroke and heart disease."

To find out more about high blood pressure or for a free information pack on the condition, visit the BPA website - www.bpassoc.org.uk – or call 020 8772 4994.

Ends

For further information on the BPA or KYN Week please contact:

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For further information on Day Lewis Pharmacies, or to arrange an interview, please contact Judy Viitanen at PRimage, 01727 874137; 07717691845, or email judy@primage.org. www.primage.org

Notes to Editors:

The Blood Pressure Association is the UK's blood pressure charity which provides information and support to people with high blood pressure and also raises awareness about prevention of the condition. For more information visit www.bpassoc.org.uk or call 020 8772 4994.

The BPA encourages everyone to have a healthy lifestyle to maintain a healthy blood pressure and reduce their risk of stroke and cardiovascular disease. The BPA's top tips to lowering blood pressure are:

1. Get your blood pressure checked and 'Know Your Numbers!'® - it's free, painless and can be done at your GP surgery and many high street and supermarket pharmacies
2. Cut down on salt – adults should have no more than 6g a day – that's a teaspoon.
3. Eat at least five – ideally seven to nine - portions of fruit and vegetables every day (Their potassium content helps to lower blood pressure)
4. Be as active as you can – moderate physical activity, eg, brisk walking, five days a week will help get your pressure down
5. Find and reach your ideal weight
6. Keep an eye on alcohol – 2 - 3 units a day maximum for women and 3- 4 for men. One unit is equal to a small glass of wine or a half pint of beer.