

# Cycle For Heart



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## INTRODUCTION

Heart disease is the number one killer that takes the most number of premature deaths in Malaysia. Every year the Community Health department of the hospital commemorates World Heart Day by organizing specific event relating to heart health. This year we wanted something that would involve the entire community. Since the state government has been promoting bicycling on the island, we thought we should organize a cycling event-- a fitting physical activity to promote cardiovascular health and to raise awareness about heart disease.

## PURPOSE/METHOD

To give the event added mileage, we partnered with the Development arm of the hospital to raise funds for low income patients who need heart surgery. Cycle for Heart was announced in the press and the public was invited to join in the physical activity itself and/or to donate to the patient fund. A designated cycling route was identified in the downtown area, and the local police department was mobilized to help with crowd control on that day. The starting route of the cycling event was also blocked off as a car-free zone where a huge bazaar was held. Non-profit organizations such as the Lions Club were roped in to provide help running this event.

As the event was held on a Sunday, we also wanted it to be a family day. We organized a "Selfie with Heart" where non cyclist's family, friends or children could participate in a treasure hunt on foot looking for answers, and then take selfie pictures with the answer.



Participants were looking for location for Selfie With Hearts.



Ready to cycle for heart!

**WORLD HEART DAY 2014**

**Cycle for Hearts**  
ALL PROCEEDS TO PATIENT HEART FUND

**28 September 2014, Sunday**  
**7.00 am - 11.00 am**  
Beach Street (Lebuh Pantai), Georgetown

Registration Fee:  
RM20 per rider (20 km fun ride)

Participant will be given free event t-shirt, Goody-bag, certificate and medals for lucky draw.

Other activities:  
• Health Screening  
• Selfie with Hearts (3 members per team)  
Early bird RM120 (before 28/9/2014)  
Normal fee RM140

Organized by:  
Adventist Hospital  
MIND FITNESS

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Let's Zumba!

## FINDINGS

500 cyclists registered and came as early as 7am to get ready to pedal 20km around the scenic route of the island. Meanwhile more than 1000 people attended the event, either shopping in the bazaar; getting their blood cholesterol and blood glucose tested in the blood screening booth; or dancing away in the nonstop Zumba area. Selfie with Hearts attracted 20 teams—each consisting of four people. The event raised a total of RM105,200 (USD 30,000) for needy heart patients.

## CONCLUSION

Cycle for Heart managed to attract a lot of publicity and press coverage. It was a great way to reach out to the community and to promote the awareness of the most prevalent chronic disease—Heart Disease—in the country.

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