



News Release

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Registered Charity Number 1122442

AFA receives £2000 grant from First Group

Date: November 18th 2010

The Atrial Fibrillation Association has received a grant of £2000 from the world's leading transport operator, First Group, to help fund its vital work for patients with Atrial Fibrillation.

AFA applied for the grant to secure funds to help it raise awareness of AF in the highest risk group of over 65s and also to raise awareness among the medical profession and those at risk of how taking the pulse can be an effective method of detecting AF.

The money will be used to produce publicity materials and medically and Department of Health approved fact sheets. The factsheets will show people how to take their pulse and will explain why 'Knowing your Pulse' is so important in the fight against Atrial Fibrillation.

Jo Jerrome, of AFA said, "We would like to say a huge thank you to First Group for their generosity in awarding us this grant. I know we will be able to put it to good use carrying out our awareness programme."

They will be distributed to Primary Care Trusts and Cardiovascular Networks throughout the country and feedback will be sought to monitor the effectiveness of the 'Know Your Pulse' initiative.

Editor's Notes:

1. AFA website is at www.atrialfibrillation.org.uk
2. For more information, contact Jo Jerrome at jo@atrialfibrillation.org.uk