



1 mission
1 million

GETTING TO THE HEART OF STROKE

MEDIA LAUNCH EVENT

Make a difference in the lives of patients with
atrial fibrillation and reduce the risk of stroke

ESC Industry Press Conference Room, Congress Centre,
Stockholmsmässan, 12580 Stockholm, Sweden

Sunday 29th August, 09:00 – 10:00 CET





Please join us to make a difference in atrial fibrillation-related stroke at the launch of 1 Mission 1 Million – Getting to the Heart of Stroke

You are invited to the launch of a unique, global disease awareness campaign that is offering one million Euros in grants to support projects that take action against atrial fibrillation-related stroke.

The initiative is being widely supported by leading health experts and patient organisations in atrial fibrillation.

There will be opportunities for one-to-one interviews with members of the Expert Panel after the media briefing.

For enquiries, please contact Lucie Taylor (OgilvyHealthPR), on **+44 7795 291 152** or email, **lucie.taylor@ohpr.com**

Sponsored by Boehringer Ingelheim

Not an official event of the ESC Congress

Speakers include

Professor Günter Breithardt

discussing atrial fibrillation and its link to stroke

World Heart Federation, Head of the Cardiology and Angiology Department at the University Hospital of Münster, Germany

Professor Roberto Ferrari

discussing the burden of atrial fibrillation-related stroke

President of the ESC, Director of Cardiology at S Anna University Hospital of Ferrara, Italy

Jo Jerrome discussing the impact of atrial fibrillation-related stroke on quality of life
Atrial Fibrillation Association

Supporting organisations include

Anticoagulation Europe
Atrial Fibrillation Association
Stroke Alliance for Europe
World Heart Federation