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Siemens Healthcare flexes its muscles once again in support of The Stroke Association

Siemens Healthcare has recently completed a charity 'Stroke for Stroke' initiative in partnership with The Stroke Association. This saw key company personnel completing a 1000km sponsored row with ex-Hollyoaks actor Marcus Patrick in a bid to raise funds for vital research.

The campaign, born from Siemens UK sponsorship of the GB rowing team, aimed to highlight the benefits of regular exercise, the need for increased availability of diagnostic scanning facilities and to raise funds for The Stroke Association. Now in its fourth year, Siemens involvement in the initiative has raised over £126,000.

As well as improving general health and reducing stress levels, regular exercise helps to reduce the risk of a stroke. Rowing has been identified as a good form of exercise to provide an effective cardiovascular workout, without putting stress on the joints.

Activities for the Stroke for Stroke Week 2011 took place at Siemens sites across the UK. At the headquarters, Sir William Siemens Square, Frimley, staff took part in a Frimley to Munich rowathon (the equivalent of 1000km). Following his recent success in the ITV series 'Zero Degrees North', ex-Hollyoaks actor Marcus Patrick, 'rowed-off' the Stroke for Stroke campaign this year by rowing 5k to encourage others to take part.

Andreas J. Goss, Chief Executive of Siemens in the UK, said: "Stroke is the UK's second biggest killer and contrary to popular belief it can affect people of any age. Siemens is delighted to be able to use our partnership with GB Rowing to help build awareness, raise much-needed funds for The Stroke Association and to encourage people to take up regular exercise as part of an overall healthy lifestyle."

Peter Harrison, Divisional Director for Imaging and Therapy at Siemens Healthcare, said: “The speed of stroke diagnosis is still vital in the treatment and outcomes for stroke patients and medical imaging innovations remain fundamental to fast diagnosis to support selection of the most appropriate therapy. In addition to frontline CT and MRI, we also offer interventional radiology applications. *syngo*[®] Neuro Parenchymal Blood Volume for use on the Artis zee[™] surgical imaging system enables the visualisation of parenchymal blood flow during minimally invasive brain interventions. It assists the neuroradiologist by displaying the condition of the cerebral tissue directly in the angio suite enabling swift and accurate treatment. This may involve guiding a thin catheter through the arteries of the brain to either deliver a drug to dissolve the blood clot or mechanically remove it.”

Head of Corporate Fundraising at the Stroke Association, James Beeby said: “Each year an estimated 150,000 people in the UK will suffer a stroke. Stroke for Stroke is now in its fourth year and a campaign like this is integral to raising awareness of how regular exercise and lifestyle choices can help prevent a stroke. This year we are anticipating an even greater number of people to get involved and support The Stroke Association’s vital research into stroke prevention and treatment.”

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Image caption: Marcus Patrick launches Stroke for Stroke Week organised by the partnership between Siemens plc and The Stroke Association.

Notes to editors:

Siemens Stroke for Stroke Week is supported by The Stroke Association. Full details and a link to the justgiving website can be found at www.strokeforstroke.co.uk

About Siemens in the UK

Siemens was established in the United Kingdom 168 years ago and now employs around 16,000 people in the UK. Last year's revenues were £4.1 billion. As a leading global engineering and technology services company, Siemens provides innovative solutions to help tackle the world's major challenges, across the key sectors of energy, industry and healthcare. Siemens has offices and factories throughout the UK, with its headquarters in Frimley, Surrey. The company's global headquarters is in Munich, Germany. For more information, visit www.siemens.co.uk

About Siemens Healthcare

The **Siemens Healthcare Sector** is one of the world's largest suppliers to the healthcare industry and a trendsetter in medical imaging, laboratory diagnostics, medical information technology and hearing aids. Siemens offers its customers products and solutions for the entire range of patient care from a single source – from prevention and early detection to diagnosis, and on to treatment and aftercare. By optimizing clinical workflows for the most common diseases, Siemens also makes healthcare faster, better and more cost-effective. Siemens Healthcare employs some 48,000 employees worldwide and operates around the world. In fiscal year 2010 (to September 30), the Sector posted revenue of 12.4 billion euros and profit of around 750 million euros. For further information please visit: www.siemens.com/healthcare.

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About The Stroke Association

The Stroke Association is the only UK charity solely concerned with combating stroke in people of all ages. The charity funds research into prevention, treatment, better methods of rehabilitation and helps stroke patients and their families directly through its community services which include communications support, family and carer support, information services, welfare grants, publications and leaflets. The Stroke Association also campaigns, educates and informs to increase knowledge of stroke at all levels of society acting as a voice for everyone affected by stroke. The Stroke Association Helpline provides information on stroke to the general public and is open between 9am – 5pm Monday to Friday on 0845 3033 100 and more information on The Stroke Association can be found at www.stroke.org.uk

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