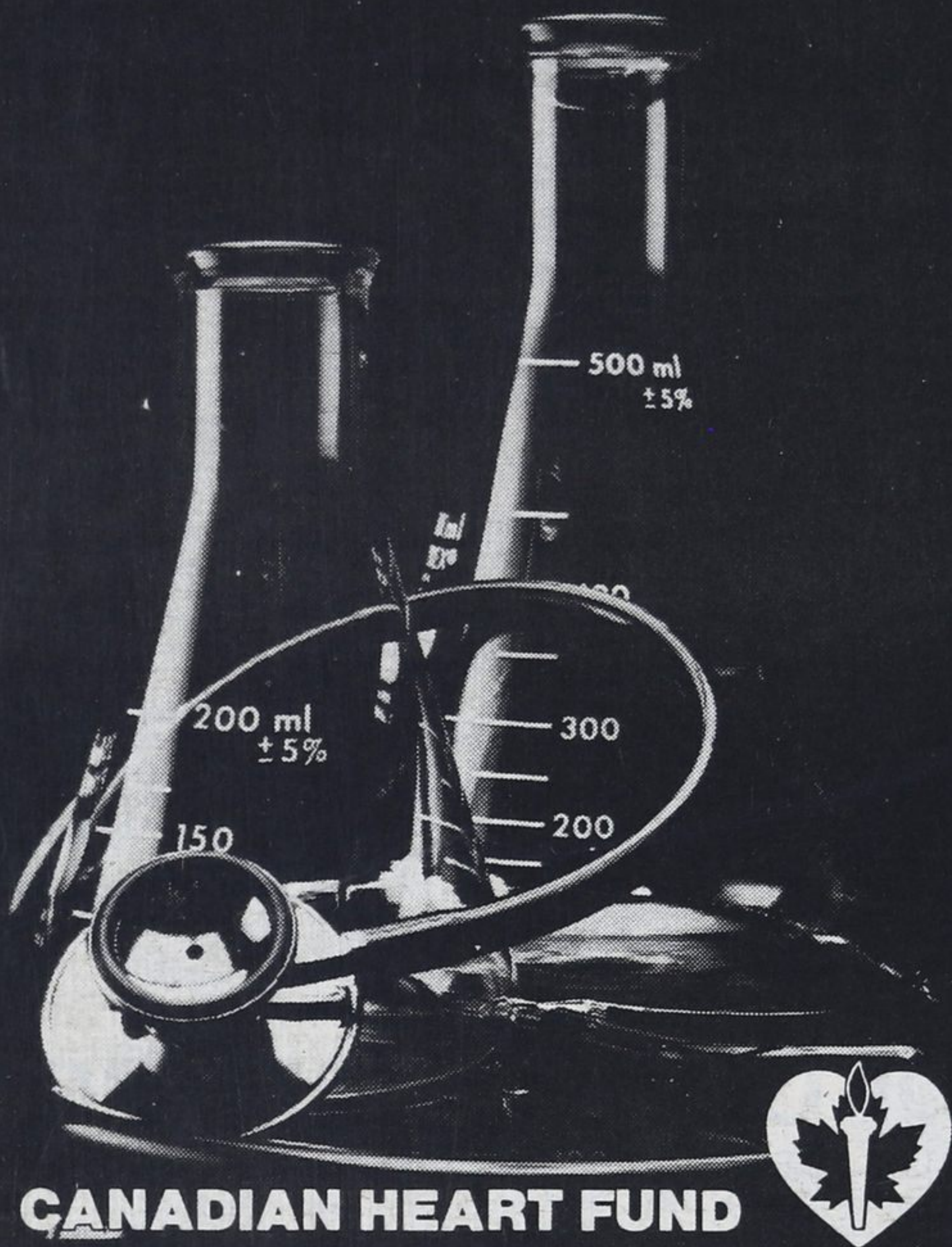


February is Heart Month...

HEART DISEASE & STROKE... CANADA'S NO. 1 HEALTH PROBLEM



**YOUR GIFT SUPPORTS RESEARCH
GIVE GENEROUSLY**



FACT SHEET ON THE 1981 HEART FUND CAMPAIGN

- WHAT:-** A national fund-raising campaign conducted annually during the month of February. 1981 national objective \$16,000,000 with Ontario being responsible for \$7,000,000.
- WHY:-** (a) to raise urgently needed funds to fight heart disease and stroke which are our nation's major health enemies.
(b) because the results to-date justify further investment in this fight.
- WHEN:-** during the month of FEBRUARY, which is 'HEART MONTH' in Canada.
- WHERE:-** campaign conducted in all ten Provinces of Canada.
- HOW:-** by thousands of volunteer canvassers going house-to-house; contacting businesses and individuals; by mail and by special events conducted by supporting groups.
- WHO:-** each Provincial Heart Foundation conducts their own campaign with the help of volunteers who have given their time to help the Heart Fund help your heart.

HEART DISEASE IS EVERYONE'S PROBLEM, RESEARCH SHOULD BE EVERYONE'S RESPONSIBILITY

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