



Damian Hinds
MP for East Hampshire

News release

19 October 2010
For immediate release

Damian Hinds Backs Cholesterol Campaign



Damian Hinds has attended an event in the Houses of Parliament hosted by HEART UK, a leading charity, to highlight the importance of monitoring personal cholesterol. HEART UK set up cholesterol testing within the Palace of Westminster recently and Damian Hinds attended and had his cholesterol tested.

Damian Hinds said

"I am delighted to support National Cholesterol Week. Heart disease is the biggest killer in the UK and if something as simple, as painless and as quick as a cholesterol test can make the difference between a long and healthy life and one marred by unnecessary illness we should all be doing it. A raised cholesterol reading is an excellent indicator of cardiovascular problems and so testing early is a good way of helping to keep your heart healthy. This point was further underlined to me when I attended the recent Alton Health Fayre, which was an excellent event."

The Parliamentary event was organised by HEART UK along with the All-Party Parliamentary Group on Heart Disease. Aldo Zilli, the celebrity chef, also attended this event in his role as Ambassador to HEART UK.

He told Damian Hinds

"I am determined to raise awareness of the problems of too much cholesterol. Many people don't fully understand how important it is to keep cholesterol in check or how to do it."

****IMAGE ATTACHED****

ENDS

Notes to Editors

Cholesterol is a waxy substance that is found naturally in the body, but high levels of it can cause the arteries to narrow. Not only does this force the heart to work harder to pump the blood around the body but if arteries that feed the heart become completely blocked the heart can become starved of oxygen resulting in a heart attack. Cholesterol is measured in units called millimoles per litre of blood (mmol/L). According to guidelines laid out by the Joint British Societies, we should aim for a total cholesterol level under 5 mmol/l in order to keep our hearts healthy and an LDL cholesterol of less than 3mmol/l.

For further information, please contact Ed Condon on 0207 219 7057 or Damian's office through Damian.Hinds.MP@parliament.uk

ENDS

For further information please contact:

Ed Condon
0207 219 7057
condone@parliament.uk