Project name:

Project was organized at the occasion of World Hypertension Day 17.5.2014, as a happening MARTIN CITY AGAINST HYPERTENSION.

Mains topic of the project: 1. Episodic hypertension
2. Salt, sugar and blood pressure

Date of the happening: 17.5.2014
Place: Martin – area of hotel TURIEC, Martin

Authors and organization:
Slovenská liga proti hypertenzii Agentúra KAMI, Spišská Nová Ves

Co-operation: City of Martin
Hotel TURIEC, Martin
Working group of Pediatric Cardiology at Slovak Cardiology Society
Children Cardiocentrum, Bratislava

General partner: HARTMANN www.hartmann.info

Partners: Hotel TURIEC, Martin www.hotelturiec.sk City of MARTIN www.martin.sk
SHARKAM VIP cattering www.sharkam.sk TRADE Consult Ru omborok www.tradeconsult.sk
HYPECOR www.hypecor.sk

Media partners: TA 3, Slovenský rozhlas asopisy Cestovate, Šarm, Slovenka, Zdravie, Trend, Moje zdravie, Bedek zdravia, Naše novinky, Kam do mesta
MARTIN against HYPERTENSION
Action aimed on the public audience, as a part of the project HYPERTENZIA.SK
structured program:
- Physician advices and tricks for the healthy life style changes
- Personal consultations for the hypertension patients
- Presentations of food recipes with the decrease salt content
- Live presentation of educated cooks of the hotel TURIEC, Martin
- BP measuring at the basal condition and during and after different activities
  (joga, dancing, sport etc)
- vstupy umelcov a úinkujúcich

Age groups for different approach
- people in productive age (25 – 60 years)
- young people (18 – 25 years)
- families with children

Project presentation in the media:

Press conference
Friday 9.5.2014, ICE bar, Bratislava
Program:
Š. Farský – BP measuring in the different situations
Presentation of Hartman company and it’s project participation
J. Sirotiaková - Drugs worsening hypertension course
V. Vršanská – Childrens hypertension
Š. Kamenicka- Project Martin against hypertension.

TA 3 / TV SPOT – 30 sec spot 60x in the whole, 4x daily,
Š. Kamenická – invitation / 13.5.2014

RTVŠ / RADIO broadcasting - 30 sec spot
Radio Slovensko 20 x, Radio Regina 10 x, Radio FM 10 x,

Special live broadcasts with hypertension specialists:
Radio BB - No ná pyramidá 14.4. - host Š. Farský
Radio BA - Vademecum 13.5. - host V. Vršanská
Television STV1 - Dámsky klub (Ladies club) 9.5. - host Š. Farský

Local media: Rádio REBECA - Bez kravaty (Without tie), host Š. Farský
TV TURIEC - record from the action in Martin, information before the action

BILLBOARD advertisement 20 x billboard during 1. – 30.5.2014
VIDEO invitation on the project web page
Advertisement in the print media: 12 newspapers and magazines

Web portal ZDRAVIE.SK - baner advertisement 1. – 30.5.2014
Web portal KAM DO MESTA - baner advertisement 1. -30.5.2014

www.ligaprotihypertenzii.sk
Slovenská liga proti hypertenzii, Martin
Organizačný sekretariát projektu:
Agentúra KAMI, s. r. o. Letná 70, 052 01 Spišská Nová Ves,
tel: 0905 / 530 158, e-mail: agenturakami@gmail.com

Medial support of the MARTIN city:
Web reports: martin.sk, turiec.sme.sk, martincan.sk
Facebook of the city, LCD city screens, TIC Martin,
Posters in the city
sms to the cityzens, e-mails to the adjacent villages and towns

web page of the project http://ligaprotihypertenzii.sk/

Stefan Farsky, chairman of Slovak League against Hypertension,
Martin, Nov. 15th 2014

www.ligaprotihypertenzii.sk