



92.7 BIG FM partners with Alchemist for Billion Hearts Beating Foundation on the occasion of World Heart's Day

Associates as the official broadcast partner for the social initiative

Mumbai, September 29, 2011: 92.7 BIG FM; India's No. 1 radio network has associated with **Alchemist** for 'Billion Heart Beating Foundation' (BHB) to mark the occasion of World Heart Day (WHD) on September 29, 2011. The radio station will run all interesting interviews, tips, trivia and information on maintaining healthy hearts. 'Billion Heart Beating Foundation' is a campaigner against risks of heart disease and has organized a week long awareness program "Happy Heart Fest" from September 23 to September 29th all across India, drawing on the huge success of the campaign last year. The campaign aims at informing people about the basic actions that they can introduce into their daily lifestyle to lead a healthy heart.

Celebrated Indians from various walks of life have come forward to lend their active support for the World Heart Fest, through various activities and events across the country to celebrate the festival and create heart health awareness. The Billion Hearts Beating Foundation has identified 5 Controls, which can make Indians have healthier (happier) hearts viz. Eating Healthy, Leading an Active Lifestyle, Regular Health Checks, Not Smoking and Beating Stress. Each one of these Controls have been adopted by one Celebrity Crusader to make one Billion Indians aware of them, as simple measures to keep their heart healthy.

- In **Hyderabad**, the Charminar would be lit red to commemorate World Heart Day, and against this backdrop, on the eve of Sept 29th, top dignitaries, 92.7 BIG FM RJ and celebrities of India would unveil a Calm Song, that urges young India to leave their stress behind and listen to their heart.
- In **Delhi**, the Largest Ashtray in the World will go through the South Campus of Delhi University on the 28th, and youth icon Rannvijay as Chief BHB Crusader for No Smoking, will take the ashtray along with 92.7 BIG FM RJ through North Campus on the 29th, to urge youth to stub their cigarettes, for good.
- In **Chennai**, Chef Sanjeev Kapoor, BHB Crusader for Eating Healthy, will hold a special workshop on how the way to a person's heart should be around healthy, yet tasty, food.
- In **Kolkata**, 3500 people will come together to create the Largest Heart Formation in India.
- In **Mumbai**, India's leading holistic health guru Mickey Mehta, will open up his centers across the city as the BHB champion of Active Lifestyle and Fitness, communicating the need of being physically and spiritually fit and how this is important for a healthy heart.



- Celebrities like Anoushka Shankar, Shaan,, Sunidhi Chauhan will speak on speaking on WHD and give suggestions and tips to the listeners on keep their hearts healthy and fit only on 92.7 BIG FM
- RJs to interview eminent health specialists like Mickey Mehta, Sanjeev Kapoor, Manish, Dan Nainan & Shameer Tandon on 92.7 BIG FM so as to spread the message of maintaining a healthy heart for the benefit of its listeners

Soumen Ghosh Choudhary, Business Head 92.7 BIG FM said, “We are proud to be messengers for such a noble cause. With increased instances of heart disorders among people it has become necessary to spread awareness on the importance of leading a healthy lifestyle. Our listeners will get to listen to exclusive health tips from prominent specialists like Mickey Mehta, Sanjeev Kapoor and Shameer Tandon among many others. We feel extremely happy in doing our bit for the society as a responsible corporate and we are sure our listeners will find their tips very useful.”

On the need to spread awareness, **Manish Porwal, MD Alchemist,** says, “While rest of the world enters the heart attack zone after 50, Indians do so at 35. It is pretty easy to reverse the trend; if all we do is five things quit smoking, have a active lifestyle, eat healthy, check health regularly and beat stress. Alchemist is doing nationwide activation for Billion Hearts Beating, the largest being the calm song which is composed by Shameer Tandon & sung by Top Singers like Sonu Nigam, Shaan, Sunidhi Chauhan, Hariharan & Anushka Shankar at the sitar. This song will be unveiled in Hyderabad, on the eve of World Heart Day”

About Reliance Broadcast Network Ltd.

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