

Sponsorship for CRY's Heart of London Bridges Walk 2020

Would NAME OF COMPANY consider supporting Cardiac Risk in the Young's flagship annual support event? The CRY Heart of London Bridges Walk , now in its 14th year, helps to raise awareness of young sudden cardiac death (YSCD) and enables participants to remember and support those affected.

I am involved with CRY because...

Every week in the UK, at least 12 apparently fit and healthy young people die suddenly and unexpectedly from an undiagnosed heart condition (Papadakis, M: Sharma, S, et al, 2009). Cardiac Risk in the Young (CRY), is a registered national charity, which has been working since 1995 to save young lives and support families affected by young sudden cardiac death (YSCD).

Among the services that CRY provides is bereavement support to families who have experienced a young sudden cardiac death as well as providing medical information, highlighting potential genetic risks to them. CRY currently aims to ensure that all affected families receive the help and support that they require. Further to this, CRY aims to provide access to cardiac screening for all young people aged 14-35, and, ultimately, prevent any young person in the UK from dying of an undiagnosed heart condition. They also provide emotional support to young people diagnosed with cardiac conditions through their *myheart* network, which helps young people to cope with their diagnosis of a heart condition and any isolation that they may feel.

Supporting this event could provide our colleagues with volunteering opportunities and the chance to participate in the walk itself. In 2019, around 1,600 people took part, raising over £74,000 towards CRY's vital work.

Here's a link to last year's event write-up - <https://www.c-r-y.org.uk/bridges-walk-2019-write-up/>

If this is something that NAME OF COMPANY could potentially support, please contact CRY at events@c-r-y.org.uk or on 01737 363222.