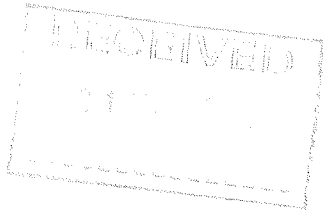


27 May 2011



Secretary
Tasmanian Hospitality Association
PO Box 191
BATTERY POINT TAS 7004

Heart Foundation
Tasmania
ABN 17 009 481 707

86 Hampden Road
Battery Point TAS 7004

Telephone (03) 6224 2722
Facsimile (03) 6224 2884

For heart health information
1300 36 27 87
www.heartfoundation.org.au

Dear Secretary

Join me – “Join Jane”

I hear it almost daily from strangers: “Do I know you from somewhere?” they ask, or: “aren’t you Princess Mary’s sister?”. My name is Jane Stephens and “yes” I am one of the elder sisters of Crown Princess Mary.

But, my letter to you today is *not* about Mary. It’s about my mum “Etta”; a close friend of mine Maria; and sadly, it may also be about a special woman in your life. My letter is about *all* Australian women and their risk of heart disease.

If you think heart disease only affects older men, you’re wrong. Heart disease is the number one killer of Australian women. In fact, women are four times more likely to die of heart disease than breast cancer.

Go Red for Women is the Heart Foundation’s campaign that unites women in the fight against heart disease – helping to raise awareness of their risk and promote healthier choices.

This year’s campaign encourages women to take action. You can take action and join me – “**Join Jane**” and together we can reduce the number of women dying of heart disease everyday in Australia.

I know first-hand how heart disease can devastate a family. I lost my mum, Henrietta, suddenly to heart disease more than 13 years ago.

When mum died it had a tragic impact on our family and we still live with her in our hearts every day. Mum died suddenly at the young age of 56 in November 1997. My mum was such a wonderful person and there will always be so many questions, which only your mother can answer. Mum’s legacy has had a real lasting effect on me and it’s made me understand just how vital it is for families to support each other and talk about their health issues.

When I was asked to join the Heart Foundation’s Go Red for Women campaign I looked up to mum and knew this was one way she and I could really make a difference.

I also joined the campaign one day before my dear friend Maria was undergoing open heart surgery at just 44 for heart disease. Maria’s operation was eleven years to the month after Mum died. With Maria undergoing open heart surgery it made it all too real for me again. It was then I knew I had to do something.

By now I am hoping you are asking: “How can I do something?”.

You can help by joining me – “**Join Jane**” this June by holding your own **Join Jane** community walk and fundraiser to help the Heart Foundation to continue their vital work into women and heart disease.

Your “**Join Jane**” walk can consist of five people or 50 people wearing red on any day of the week in June. By wearing red you are helping to raise awareness of women and heart disease.

To register your walk go online to <http://www.everydayhero.com.au/event/joinjane> and set up your own community fundraising page. The online site makes it easy for you to email friends, family and community members from your computer. All donations made online are safe and secure and funds go directly to the Heart Foundation.

I have already set up my own page and it's been so easy to make as much as \$500 in less than a day with one click of a button.

You can make a real difference to the future health of Australian women today.

During June I would like to challenge Tasmanians to help me to raise \$10,000.

This money will help fund the Heart Foundation's research and public education programs including one of the most important initiatives the Heart Foundation has ever undertaken. One that's designed specifically to tackle the damage heart disease is doing to Australian women and spare thousands of families the grief, like I have experienced, of losing a loved-one.

I sincerely believe this campaign will transform women's health in this country for generations to come, by tackling the problem of heart disease in women in three important ways; through raising awareness in women, educating health professionals and policy review.

It's truly heartbreaking that so many lives have been cut short and so many families torn by this terrible disease. But, together, we can turn that heartbreak into hope – and help save women's lives.

Heart disease may not be life-threatening for you today, but it may be affecting your wife, your mother, your sister or your daughter. Women have to look out for each other. We are very good at looking after our families but we need to consider ourselves and the other women in our families. *With warmest thanks for anything you can do to help.*

Yours sincerely

A handwritten signature in black ink, appearing to read 'Jane Stephens', with a long horizontal flourish extending to the right.

Jane Stephens
Ambassador, Heart Foundation Tasmania

P.S. The Heart Foundation urgently needs your help today. Please join me – “Join Jane” and together we can fund programs that could save the lives of women who are at risk of deadly heart disease. Thank you.