

PRWEEK

Voluntary Sector: British Heart Foundation plans Valentine's walk

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The British Heart Foundation is to stage a 'flirt walk' through London's Hyde Park in an effort to reach a younger audience.

The event will take place on 12 February to cash in on the visibility of 'love heart' imagery around Valentine's Day. Run in conjunction with dating agency **parship.co.uk**, the walk will engage participants in speed-dating-style activity.

BHF income generation team member Karen Gray said the event would target 20 to 30-year-old singles and be promoted through national and consumer media.

A media relations campaign beginning this month will target the national and London news media. 'Feature coverage will be a key element and we are aiming to promote participant case studies and celebrity involvement,' Gray said.

The BHF has lined up TV presenter and 'flirt expert' Tracey Cox to support the walk. She will also compile flirt tips and record a message for a Flirt Walk hotline, Gray added.

If successful, the charity plans similar events across the country.

The Valentine's Day appeal is aiming to raise pounds 1m to fund 30 new BHF nurses. The charity is hoping that as well as creating fundraising opportunities among a younger age group, the walk will also generate awareness of the work done by its nurses, and boost its profile.

The British Heart Foundation has launched its biggest-ever drive to secure corporate sponsorship for its June Help a Heart Week.

The charity is running a sponsorship scheme which will offer brand exposure to the charity's one million supporters.