

Marty Morrissey Takes on the Challenge of Heart Failure Tractor Football at the Ploughing Championships

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Ireland's favourite sport commentators took on a new challenge at the National Ploughing Championships; Heart Failure Tractor Football. A first of its kind for the farming community, and the broadcasters, Marty Morrissey battled it out on the tractor pitch for the Ploughing Live Show, all in aid of Heart Failure Awareness.

Marty was joined by broadcasting legend Michael O'Muircheartaigh, and sporting hero Michael Duignan, who commented on the event each day. This unique event had WR Shaw New Holland tractors 'kicking' the massive seven foot football through the posts to score for their county side, Laois versus Offaly.



The tournament has been launched to highlight the 'Know Heart Failure Now' campaign, supported by the Heart Failure Patient Alliance and Novartis Ireland Ltd., and encourages the farming community to take better care of their hearts. Visitors to the 'Know Heart Failure Now' information stand had the opportunity to speak to healthcare professionals about the symptoms and risk factors of Heart Failure. Free tests for those considered at risk of Heart Failure were provided at the stand.

Professor Ken McDonald, Consultant Cardiologist and National Clinical Lead for Heart Failure said, “Heart Failure occurs when the heart is weakened and can’t pump enough blood around the body, it is very common but often misunderstood and under-diagnosed. This campaign aims to encourage discussion of the signs and symptoms, particularly among the farming community, and to show that our heart health needs to be prioritised.”

Heart Failure is a serious but manageable condition that affects approximately 90,000 people in Ireland, with up to one in five people at risk of developing Heart Failure at some point during their lifetime. 1,2,3 One in three people in Ireland mistake Heart Failure symptoms for signs of aging, and one in four wait a week or more to seek medical advice when experiencing these serious symptoms.

Loretto Callaghan, Managing Director, Novartis, “We all know how demanding life can be, especially for those working in the farming industry who often put their work – and tractors – ahead of their own health. We are excited about the first Heart Failure Tractor Football Tournament and hope this makes everyone at the Ploughing think about their own heart and visit the Know Heart Failure Now stand for advice on looking after their heart health.”

For more information go to www.heartbeat-trust.ie / www.croi.ie.

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