



HEELS 4 HEARTS 23rd- 27th March 2014.

Dear Headteacher,

ITV's Good Morning Britain is asking all secondary schools to join our exciting new campaign, called '**Heels 4 Hearts**.' We want pupils to donate shoes in good resalable condition to be given to the British Heart Foundation (BHF) to be resold to help fund CPR training in every secondary school in Britain and help create a nation of lifesavers.

Currently in the UK, less than 1 in 10 people in the UK survive out of hospital cardiac arrest. However in European countries where CPR is taught in schools, the survival rate is much higher e.g. Norway, the survival rate is 25%.

SO WHAT DO YOU NEED TO DO?

From the 23rd to 27th March we are asking everyone to collect shoes in good re-saleable condition and give them to their local BHF shop. We have calculated that approximately 200 pairs of shoes will fund the set-up of a secondary schools CPR training programme. If schools are making donations of 100 plus pairs, then they can be collected by a BHF representative.

The campaign is a few weeks away, but we just wanted to give you advanced notice to see if your school is interested in taking part.

Please email Michelle.Porter@itv.com to let us know if you are provisionally interested in getting involved. Also, we will be looking for several schools to film with so please let us know if your school would be interested in this as well.

In addition if your school doesn't already teach CPR but would like to, please let us know. We will be sending out details of how to do this nearer the time.

With best wishes,
Michelle Porter