



EUROPA DONNA IRELAND WITH SUPPORT OF MEDTRONIC TO HOST FREE EVENING OF INTERACTIVE DISCUSSION TO 'KICKSTART YOUR HEALTH'

Key Speakers to include Irish Chef Domini Kemp and Women's Fitness Expert Jen Feighery

Wednesday 14th October from 6:30pm at Joe's Restaurant, Montague Street, Dublin 2

Spaces limited – Registration for event essential – email juno@q4pr.ie

DATE – Europa Donna Ireland, the volunteer-led patient advocacy group working for better breast cancer services nationwide, today announced its plans to host an evening of interactive discussion entitled 'Kickstart Your Health'. The event is being mobilised or arranged by the organisation with the support of Medtronic, one of the world's largest medical technology, services and solutions companies, to mark Breast Health Day 2015.

Held every year, Breast Health Day aims to disseminate information concerning breast health and raise awareness of prevention and early detection of breast cancer among women and men.

This 'Kickstart Your Health' event will take place on Wednesday 14th October from 6:30pm – 8:30pm in Joe's Restaurant, Montague Street, Dublin 2. Spaces for the event are limited so registration for the event is essential. People can register by juno@q4pr.ie

The event is open to the public for people over 18 and will provide a unique opportunity for people to come and gain fresh ideas and advice from a panel of health and fitness experts regarding how to incorporate healthy lifestyle habits into their daily routine.

Announcing details for the event Dymphna Watson, Chairperson, Europa Donna Ireland, said: "A growing body of evidence shows the link between healthy lifestyle choices and a lower risk of developing breast cancer, with excess body weight and physical inactivity accounting for 25-33% of breast cancer cases. The aim of this 'Kickstart Your Health' event is to remind everyone that engaging in physical activity, maintaining a normal body weight and eating a healthy diet can help protect their breast health. We're delighted to once again be partnering with Medtronic for Breast Health Day and we're hoping that through our expert panel of speakers, attendees will learn a lot and take away some top tips on how to create a healthier lifestyle for themselves."

The expert panel will consist of:

- **Domini Kemp**, breast cancer survivor and Irish chef, author and restaurateur, who will speak about the importance of healthy eating and how simple it is to eat both healthily and deliciously.
- **Jen Feighery**, women's fitness and wellness expert, who will offer tips and advice on how to make exercise part of a daily routine.
- **Marie Ennis O'Connor**, Europa Donna Ireland Committee Member and Campaigner, who will speak about all things related to breast health. Marie herself has experienced breast cancer and is an international speaker on the subject and health blogger.
- **Sophie Spence, Irish Women's Rugby Team**, who will discuss the positive impact of sport and exercise on both mind and body, and what her daily routine involves to maintain her healthy lifestyle.

Alma Curran, Medtronic said: "This is Medtronic's fourth year supporting Europa Donna Ireland on its Breast Health Day campaign. We're excited to be involved with this event and the focus on healthier choices which supports Medtronic's global vision of building healthy communities. We all know how busy day to day life can be and this event should help to provide people with tips on how to introduce activity and healthier choices into busy schedules."

Attendees will enjoy healthy snacks and juices upon arrival, followed by an interactive panel discussion with expert speakers. Following the discussion, attendees will be afforded the opportunity to ask the experts any questions they have vis a vis healthy eating, fitness and breast health.

Speaking in advance of the event, Domini Kemp, Irish chef, author and restaurateur, said: "I'm delighted to be joining Europa Donna Ireland for this event to help them highlight the importance of a healthy and balanced lifestyle. Having been through a cancer diagnosis myself, I feel passionate about advocating for the cause and helping people understand the role a healthy diet can play in disease prevention and recovery. I'm looking forward to the event and I hope many will avail of the opportunity and come along."

For details about this event, please log on to www.europadonnaireland.ie.

Ends/

For further information please contact:

Juno King, Q4PR, 01-4751444/087-0673267

Notes to Editor

About Europa Donna Ireland

Europa Donna Ireland (EDI), The Irish Breast Cancer Campaign, was launched in 1998 as an advocacy group and is one of 47 EUROPA DONNA member countries across Europe. EUROPA DONNA - The European Breast Cancer Coalition was founded in Italy in 1993 and is the breast cancer advocacy organisation for Europe.

Europa Donna Ireland is a volunteer run organisation whose membership is largely made up of people with experience of breast cancer and it is a registered charity.

About Medtronic

Medtronic plc (www.medtronic.com), headquartered in Dublin, Ireland, is among the world's largest medical technology, services and solutions companies – alleviating pain, restoring health and extending life for millions of people around the world. Medtronic employs more than 85,000 people worldwide, serving physicians, hospitals and patients in more than 160 countries. The company is focused on collaborating with stakeholders around the world to take healthcare Further, Together.