

December 9, 2010

Siemens plc and The Stroke Association launch Stroke for Stroke Week 2011 with a sponsored row which aims to raise awareness and funds for Stroke research.

2011 will bring about the fourth annual Stroke for Stroke Week – January 24th to 31st – as organised by the partnership between Siemens plc and The Stroke Association.

Siemens, as the High Performance Partner of the GB Rowing Team, will be supporting the Stroke for Stroke campaign; the joint initiative between The Stroke Association and Siemens which so far has raised over £126,000 for The Stroke Association.

The campaign encourages members of the public to complete a sponsored 10km row and also raises awareness of the severity of strokes. It will help highlight how factors such as lifestyle, diet and regular exercise can significantly affect the risk of a stroke.

Every five minutes, someone in the UK will suffer from a stroke. Strokes can cause loss of mobility, speech, hearing, sight and memory as well as putting huge strains on relationships. The Stroke Association offers support to victims and their families by providing financial services and advice on coping with their new lifestyle.

Andreas J. Goss, chief executive of Siemens in the UK, said: "Stroke is the UK's third biggest killer and contrary to popular belief it can affect people of any age.

Siemens is delighted to be able to use our partnership with the GB Rowing Team to help build awareness, raise much-needed funds for The Stroke Association and to encourage people to take up regular exercise as part of an overall healthy lifestyle. I'll be doing my bit, and encouraging our employees to do the same so please visit the website and have some fun taking part in Stroke for Stroke 2011."

Even if those not directly taking part in the campaign can still contribute by visiting www.strokeforstroke.co.uk and sponsoring their colleagues, friends and family.

Zac Purchase, Olympic gold medallist, is backing the campaign, "Regular exercise is a key factor in staying healthy and reducing the risk of a stroke, and rowing is an ideal, all-round, low-impact workout. It's great to be involved in the Stroke for Stroke campaign and we hope to help raise plenty of money and awareness."

Head of Corporate Fundraising at the Stroke Association, James Beeby said: "Each year an estimated 150,000 people in the UK will suffer a stroke. Stroke for Stroke is now in its fourth year and a campaign like this is integral to raising awareness of how regular exercise and lifestyle choices can help prevent a stroke. This year we are anticipating an even greater number of people to get involved and support The Stroke Association's vital research into stroke prevention and treatment."

-ENDS-

Notes to editors:

About Siemens in the UK

Siemens was established in the United Kingdom 167 years ago and now employs 16,915 people in the UK. Last year's revenues were £4.2 billion. As a leading global engineering and technology services company, Siemens provides innovative solutions to help tackle the world's major challenges, across the key sectors of energy, industry and healthcare. Siemens has offices and factories throughout the UK, with its headquarters in Frimley, Surrey. The company's global headquarters is in Munich, Germany. For more information, visit www.siemens.co.uk

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Notes to editors:

Siemens Stroke for Stroke Week is supported by The Stroke Association. Full details and a link to the justgiving website can be found at www.strokeforstroke.co.uk

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About The Stroke Association

The Stroke Association is the only UK charity solely concerned with combating stroke in people of all ages. The charity funds research into prevention, treatment, better methods of rehabilitation and helps stroke patients and their families directly through its community services which include communications support, family and carer support, information services, welfare grants, publications and leaflets. The Stroke Association also campaigns, educates and informs to increase knowledge of stroke at all levels of society acting as a voice for everyone affected by stroke. The Stroke Association Helpline provides information on stroke to the general public and is open between 9am – 5pm Monday to Friday on 0845 3033 100 and more information on The Stroke Association can be found at www.stroke.org.uk