

**Heart Foundation**  
Fighting for Australian hearts

**The Sunday Telegraph**  
SUNDAY FEBRUARY 17 2019

**FINDING DORY**  
STORYBOOK TODAY  
FOR JUST \$2.80 WITH YOUR PAPER

**I'M PROUD TO VACCINATE**  
ERIN MOLAN P5

**JUST TRY ME**  
PM'S VIDEO WARNING FOR SMUGGLERS  
P14-15

**AUSTRALIA'S WORST SERIAL KILLER**

**51 VICTIMS IN ONE DAY** THE TRUTH REVEALED INSIDE >>>

**HEART DISEASE**  
AUSTRALIA'S BIGGEST KILLER

**HEART DISEASE 51 DIE EVERY SINGLE DAY**

**ONE PERSON DIES EVERY 28 MINUTES**

**18590 DIE EVERY YEAR**

**TO CATCH A KILLER**

**Don't be the next victim. Visit [heartfoundation.org.au](http://heartfoundation.org.au)**

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**HELP STOP A SERIAL KILLER. DONATE TODAY**

**Heart Foundation**  
Fighting for Australian hearts

**IF YOU THINK YOU'RE HAVING A HEART ATTACK**  
000

**STOP** - rest immediately  
**TALK** - tell someone how you feel  
**CALL** - if symptoms do not go away, get help or have talked more than 10 minutes, call 000 for an ambulance. Every minute counts.

**FOR HEART HEALTH INFORMATION AND SUPPORT, CALL OUR HELPLINE ON 13 11 12**

**Simple Steps to Lower Your Risk of Heart Disease**

- Visit your GP for a heart health check
- Be smoke-free
- Limit alcohol intake
- Know your numbers: low blood cholesterol, blood pressure and blood sugar levels
- Maintain a healthy weight
- Be physically active most days of the week
- Enjoy a heart healthy diet
- Look after your mental health: heart health and mental health are linked
- Know your family history of heart disease

**Warning Signs of a Heart Attack**

These can vary from person to person, and there may not always be the full set of symptoms. You may experience just one symptom or a combination. Warning signs can include:

- Discomfort, heaviness, tightness, pressure or pain in your chest (arm), shoulder(s), neck, jaw or back
- Feeling dizzy or light-headed
- Shortness of breath
- Nausea
- Cold sweat
- Feeling 'generally unwell'

**FOR MORE INFORMATION VISIT [heartfoundation.org.au](http://heartfoundation.org.au)**

Row of newspaper front pages for various publications including Herald Sun, Sunday Mail, Sunday Telegraph, Sunday Times, Cairns Post, and Territorian. Each page features the 'Australia's Worst Serial Killer' headline and the '51 Victims' graphic.

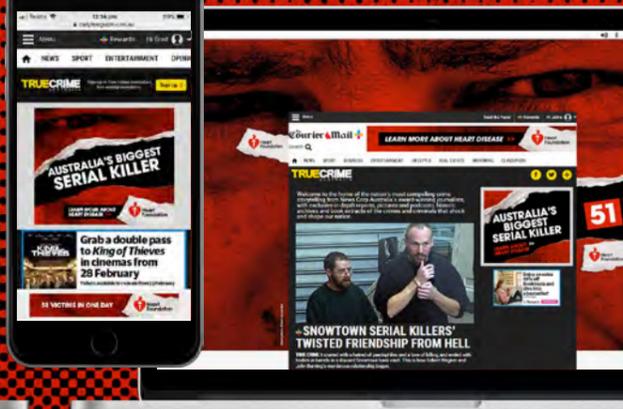
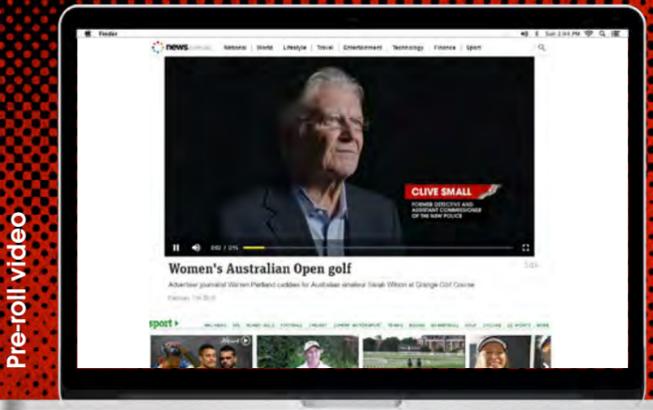
**HEART FOUNDATION // SERIAL KILLER - Launch Wraps**



Teaser Strip ads in press



Half page ads in regional press



Pre-roll video

Teaser Landing Page

news.com.au buyout

True Crime Sponsorship

# HEART FOUNDATION // SERIAL KILLER - Campaign Creative

# AUSTRALIA'S BIGGEST SERIAL KILLER

COMMUNITY REELING AFTER SERIAL KILLER STRIKES

## REAL STORIES

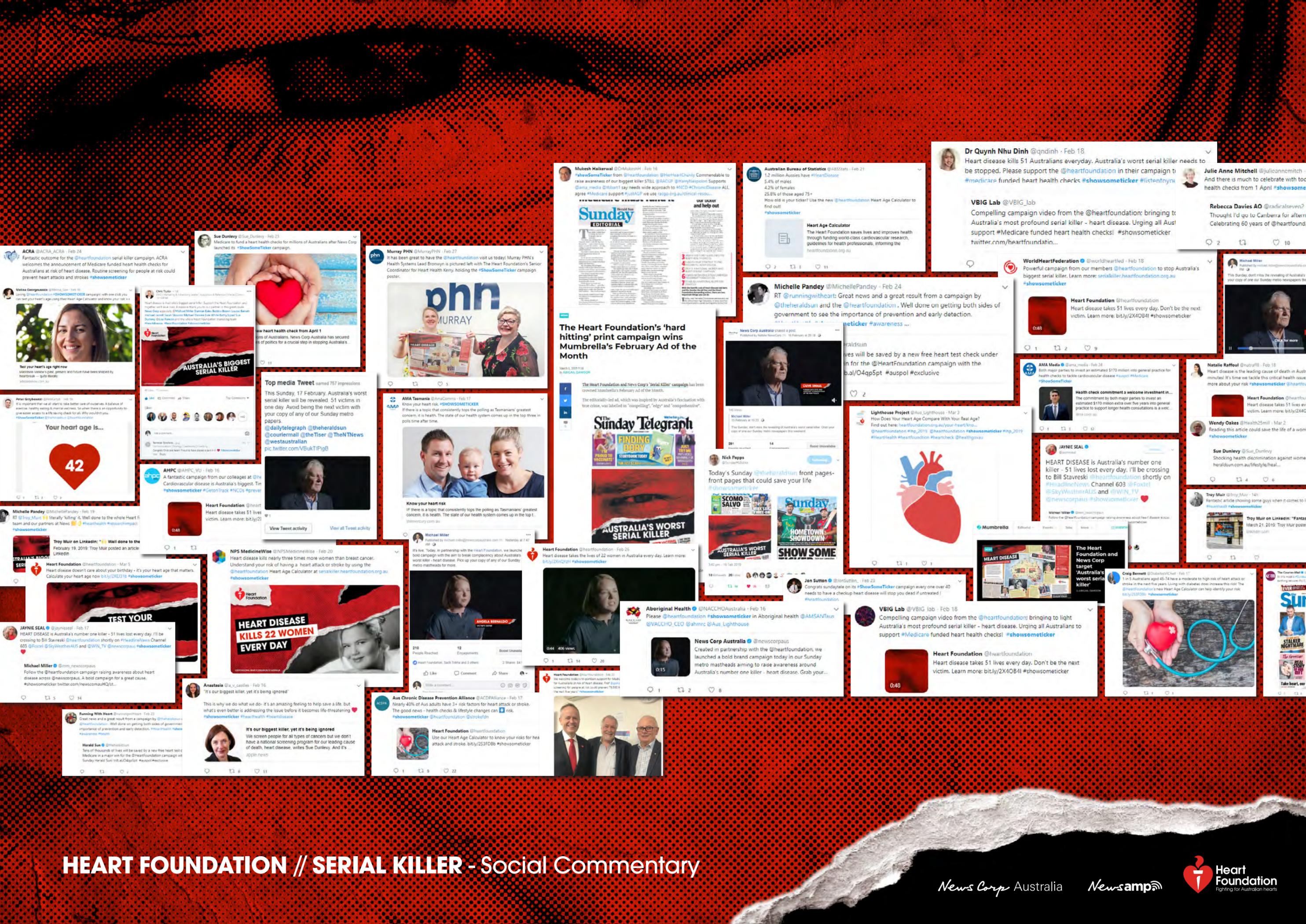


## Heart Age Calculator



The Heart Age Calculator tells you your heart age compared to your actual age. This calculator is intended for people aged 15-75. Your risk of a heart attack or stroke is higher if your heart age is greater than your actual age. Check your heart age now by answering these simple questions.

START



**Mukesh Mankerwal** @MukeshM - Feb 16  
 #ShowSomeTicker from @HeartFoundation @HeartCherly Commendable to raise awareness of our biggest killer STIL @RACGP @HartleySupports @ama\_medic @bbart1 say needs wide approach to #NCD #ChronicDisease ALL agree #Medicare support #VUBAGP we use [raigo.org.au/clinical-resou...](http://raigo.org.au/clinical-resou...)

**Sunday**  
 EDITORIAL  
 YOUR KILLER and help out

- 1 HEART DISEASE IS AUSTRALIA'S BIGGEST SERIAL KILLER
- 2 HEART DISEASE TAKES 51 LIVES EVERY DAY
- 3 HEART DISEASE IS AUSTRALIA'S BIGGEST SERIAL KILLER
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**Australian Bureau of Statistics** @ABSStats - Feb 21  
 1.2 million Aussies have #HeartDisease  
 5.4% of males  
 4.2% of females  
 25.8% of those aged 75+  
 How old is your ticker? Use the new @HeartFoundation Heart Age Calculator to find out!  
 #showsometicker

**Heart Age Calculator**  
 The Heart Foundation saves lives and improves health through funding world class cardiovascular research, guidelines for health professionals, informing the heartfoundation.org.au

**Dr Quynh Nhu Dinh** @qndinh - Feb 18  
 Heart disease kills 51 Australians everyday. Australia's worst serial killer needs to be stopped. Please support the @heartfoundation in their campaign to #medicare funded heart health checks #showsometicker #listenryou

**Julie Anne Mitchell** @julieannemitchell - Feb 18  
 And there is much to celebrate with too health checks from 1 April #showsometicker

**Rebecca Davies AO** @radicalrebecc - Feb 18  
 Thought I'd go to Canberra for after Celebrating 60 years of @heartfound

**VBIG Lab** @VBIG\_Lab  
 Compelling campaign video from the @heartfoundation; bringing to light Australia's most profound serial killer - heart disease. Urging all Aust support #Medicare funded heart health checks! #showsometicker twitter.com/heartfoundati...

**ACRA** @ACRA\_ACR - Feb 24  
 Fantastic outcome for the @HeartFoundation serial killer campaign. ACRA welcomes the announcement of Medicare funded heart health checks for Australians at risk of heart disease. Routine screening for people at risk could prevent heart attacks and strokes #showsometicker

**Maria Georgiou** @maria\_g - Feb 16  
 Using @HeartFoundation's #SHOWSOMETICKER campaign; with one click you can test your heart's age using their Heart Age Calculator and know your risk to a

**Chris Taylor** @chris\_taylor - Feb 16  
 Heart disease is Australia's biggest serial killer. Support the Heart Foundation and together we can save lives. A massive thank you to the partner in this great cause: News Corp Australia, @MichaelMiller, Daniel Eales, Betha Brown, Louise Barrett, Michael Seidel, Sarah Williams, Michael Newman, Joe Shiro, Kelly, Frank, Sue Dunlevy, G.L.M. Kewen and the other Heart Foundation fundraising team #HeartFoundation #showsometicker

**Test your heart's age right now**  
 Know your ticker's age, present and future have been shaped by heartcheck - [sueheale.com](http://sueheale.com)

**Sue Dunlevy** @Sue\_Dunlevy - Feb 23  
 Medicare to fund a heart health checks for millions of Australians after News Corp launched its #ShowSomeTicker campaign.

**Top media Tweet** earned 757 impressions  
 This Sunday, 17 February, Australia's worst serial killer will be revealed: 51 victims in one day. Avoid being the next victim with your copy of any of our Sunday metro papers.  
 @dailytelegraph @theheraldsun @couriermail @theTiser @TheNTNews @westaustralian  
[pic.twitter.com/VBukTIPigB](http://pic.twitter.com/VBukTIPigB)

**AHPC** @AHPC\_VU - Feb 16  
 A fantastic campaign from our colleagues at @HeartFoundation. Cardiovascular disease is Australia's biggest. Tim #showsometicker #HeartTrack #NCDs #Prevent

**Heart Foundation** @heartfoundation - Feb 16  
 Heart disease takes 51 lives every day. Learn more: [bit.ly/2Z1j2Z1](http://bit.ly/2Z1j2Z1)

**Murray PHN** @MurrayPHN - Feb 27  
 It has been great to have the @HeartFoundation visit us today! Murray PHN's Health Systems Lead Bronwyn is pictured left with The Heart Foundation's Senior Coordinator for Heart Health Kerry, holding the #ShowSomeTicker campaign poster.

**AMA Tasmania** @ama\_tasmania - Feb 17  
 Know your heart risk. #SHOWSOMETICKER  
 If there is a topic that consistently tops the polling as Tasmanians' greatest concern, it is health. The state of our health system comes up in the top three in polls time after time.

**Know your heart risk**  
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**The Heart Foundation's 'hard hitting' print campaign wins Mumbrella's February Ad of the Month**  
 March 1, 2019 1:10 AM AEST  
 The Heart Foundation and News Corp's 'Serial Killer' campaign has been crowned Mumbrella's February Ad of the Month. The editorially-led ad, which was inspired by Australia's fixation with true crime, was labelled as 'outrageous', 'edgy' and 'compulsive'.

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**Michelle Pandey** @MichellePandey - Feb 24  
 RT @runningwithheart: Great news and a great result from a campaign by @theheraldsun and the @heartfoundation. Well done on getting both sides of government to see the importance of prevention and early detection. #showsometicker #awareness ...

**News Corp Australia** shared a post.  
 Published by Susan Newman on Feb 17, 10:58 AM AEST at 2019  
 Michael Miller: 19 followers at 16:23  
 The Sunday Telegraph's new response to Australia's worst serial killer. Grab your copy of one our Sunday metro mastheads this weekend.

**Nick Papps** @nickpapps - Feb 24  
 Today's Sunday @theheraldsun front pages-front pages that could save your life #showsometicker

**SCOMO SALVO**  
 AUSTRALIA'S WORST SERIAL KILLER  
 SHOW SOME

**WorldHeartFederation** @worldheartfed - Feb 18  
 Powerful campaign from our members @heartfoundation to stop Australia's biggest serial killer. Learn more: [serialkiller.heartfoundation.org.au](http://serialkiller.heartfoundation.org.au) #showsometicker

**Heart Foundation** @heartfoundation  
 Heart disease takes 51 lives every day. Don't be the next victim. Learn more: [bit.ly/2X4OB4I](http://bit.ly/2X4OB4I) #showsometicker

**AMA Media** @ama\_media - Feb 28  
 Both major parties to invest an estimated \$170 million into general practice health checks to tackle cardiovascular disease #Auspol #Medicare #ShowSomeTicker

**Health check commitment a welcome investment...**  
 The commitment by both major parties to invest an estimated \$170 million extra over five years into general practice to support longer health consultations is a welcome investment.

**Natalie Raffoul** @natalieraffoul - Feb 18  
 Heart disease is the leading cause of death in Australia. It's time we tackle this critical health issue more about your risk #showsometicker @heartfoundation

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**Wendy Oskes** @Health25mill - Mar 2  
 Reading this article could save the life of a woman #showsometicker

**Sue Dunlevy** @Sue\_Dunlevy  
 Shocking health discrimination against women [heraldsun.com.au/lifestyle/heart...](http://heraldsun.com.au/lifestyle/heart...)

**Troy Muir** @troy\_muir - Feb 18  
 Fantastic article showing some guys when it comes to #showsometicker #showsometicker

**Troy Muir on LinkedIn:** "Fantastic article showing some guys when it comes to #showsometicker #showsometicker"

**Your heart age is...**  
 42

**Heart Foundation** @heartfoundation - Mar 5  
 HEART DISEASE is Australia's number one killer - 51 lives lost every day. I'll be crossing to Bill Stavreski @heartfoundation shortly on #HeadlineNews Channel 603 @FoxTel @SkyWeatherAUS and @WIN\_TV @newscom.au #showsometicker

**JAYNIE SEAL** @jaynie\_seal - Feb 17  
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 Follow the @HeartFoundation campaign raising awareness about heart disease across @newscom.au. A bold campaign for a great cause. #showsometicker twitter.com/newscom.au/HQ/1...

**NPS MedicineWise** @NPSMedicineWise - Feb 20  
 Heart disease kills nearly three times more women than breast cancer. Understand your risk of having a heart attack or stroke by using the @HeartFoundation Heart Age Calculator at [senior.heartfoundation.org.au](http://senior.heartfoundation.org.au) #showsometicker

**Heart Foundation** @heartfoundation - Feb 26  
 Heart disease takes the lives of 22 women in Australia every day. Learn more: [bit.ly/2X4OB4I](http://bit.ly/2X4OB4I) #showsometicker

**Michael Miller** @mim\_miller - Feb 16  
 It's live. Today, in partnership with the Heart Foundation, we launched a bold campaign with the aim to break complacency about Australia's worst killer - heart disease. Pick up your copy of any of our Sunday metro mastheads for more.

**Angela Bernaldo** @angela\_bernaldo - Feb 16  
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**Aboriginal Health** @NACCHOAustralia - Feb 16  
 Please @heartfoundation #showsometicker in Aboriginal health @AMSANAus @VACCHO\_CEO @ahmc @Aus\_Lighthouse

**News Corp Australia** @newscom.au - Feb 16  
 Created in partnership with the @HeartFoundation, we launched a bold brand campaign today in our Sunday metro mastheads aiming to raise awareness around Australia's number one killer - heart disease. Grab your...

**Jan Sutton** @jansutton - Feb 23  
 Congrats sundaytele on its #ShowSomeTicker campaign every one over 40 needs to have a checkup heart disease will stop you dead if untreated! #heartfoundation

**VBIG Lab** @VBIG\_lab - Feb 18  
 Compelling campaign video from the @heartfoundation; bringing to light Australia's most profound serial killer - heart disease. Urging all Australians to support #Medicare funded heart health checks! #showsometicker

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**Lighthouse Project** @Aus\_Lighthouse - Mar 3  
 How Does Your Heart Age Compare With Your Real Age?  
 Find out here: [heartfoundation.org.au/your-heart/...](http://heartfoundation.org.au/your-heart/...)  
 @heartfoundation #hp\_2019 @heartfoundation #showsometicker #hp\_2019 #HeartHealth #heartfoundation #heartcheck #healthgovau

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**Anastasia** @x\_x\_castles - Feb 16  
 It's our biggest killer, yet it's being ignored

**Running With Heart** @runningwithheart - Feb 23  
 Great news and a great result from a campaign by @theheraldsun and the @heartfoundation. Well done on getting both sides of government importance of prevention and early detection. #HeartHealth #Prevent #showsometicker

**Herold Sun** @theheraldsun - Feb 17  
 Tens of thousands of lives will be saved by a new free heart test Medicare in a major win for the @HeartFoundation campaign with Sunday Herald Sun [bit.ly/2X4OB4I](http://bit.ly/2X4OB4I) #auspol #exclusive

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**It's our biggest killer, yet it's being ignored**  
 We screen people for all types of cancers but we don't have a national screening program for our leading cause of death, heart disease, writes Sue Dunlevy. And it's [apple.news](http://apple.news)

**Aus Chronic Disease Prevention Alliance** @ACDPAlliance - Feb 17  
 Nearly 40% of Aus adults have 3+ risk factors for heart attack or stroke. The good news - health checks & lifestyle changes can [bit.ly/253F0B8](http://bit.ly/253F0B8) risk. #showsometicker #heartfoundation #strokefdn

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**Aus Chronic Disease Prevention Alliance** @ACDPAlliance - Feb 17  
 Nearly 40% of Aus adults have 3+ risk factors for heart attack or stroke. The good news - health checks & lifestyle changes can [bit.ly/253F0B8](http://bit.ly/253F0B8) risk. #showsometicker #heartfoundation #strokefdn

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**TEST YOUR HEART AGE**  
 HEART DISEASE KILLS 22 WOMEN EVERY DAY

**JAYNIE SEAL** @jaynie\_seal - Feb 17  
 HEART DISEASE is Australia's number one killer - 51 lives lost every day. I'll be crossing to Bill Stavreski @heartfoundation shortly on #HeadlineNews Channel 603 @FoxTel @SkyWeatherAUS and @WIN\_TV @newscom.au #showsometicker

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**Anastasia** @x\_x\_castles - Feb 16  
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**Running With Heart** @runningwithheart - Feb 23  
 Great news and a great result from a campaign by @theheraldsun and the @heartfoundation. Well done on getting both sides of government importance of prevention and early detection. #HeartHealth #Prevent #showsometicker

**Herold Sun** @theheraldsun - Feb 17  
 Tens of thousands of lives will be saved by a new free heart test Medicare in a major win for the @HeartFoundation campaign with Sunday Herald Sun [bit.ly/2X4OB4I](http://bit.ly/2X4OB4I) #auspol #exclusive

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# HEART FOUNDATION // SERIAL KILLER - Social Commentary



OLDER AND BOLDER YOUR 28-PAGE INDEPENDENT LIFESTYLE MAGAZINE INSIDE

We're for you

# Sunday Mail

HEROES OF OUR TIME PAGES 61-64

DAVID WILLIAMS **FING** EXCLUSIVE EXTRACT PAGE 30

Time to help the silent victims of crime

## A WIN FOR THE HEART

EXCLUSIVE INTERVIEW

PHIL ROTHFIELD: TERRIFYING DAY I ALMOST DIED AT 42

The Sunday Telegraph

EXCLUSIVE LABOR'S SCOURGE PLEDGES 1000 new classrooms

Sam's stalker ordeal

MAF's love rat's fiancée charged over jealous rage

## HEART STARTER

Free health checks after our campaign wins united support

PHIL ROTHFIELD: TERRIFYING DAY I ALMOST DIED AT 42

14 TIME FOR ACTION

Tests are a good start but more is needed

## HEARTY GIFT BY LEADERS

Portus pledges free heart checks

There's that fear in the back of my mind I could...

#SHOWSOMETICKER

DAY MY HEART FAILED ME AT AGE 42

NO ONE IS SAFE FROM THE RAGES OF HEART DISEASE. WRITES SPORTS COLUMNAT LARGE PHIL ROTHFIELD. NOT EVEN HIM

Tests are a good start but more is needed to tackle biggest killer

Australians caught in unhealthy habit of ignoring...

Herald Sun

## Sunday

NEW 32-PAGE LIFTOUT

7-DAY TV GUIDE

MUST-SEE MOVIES & SHOWS

EXCLUSIVE HEX GAMING COLUMN

BORN WINNER

WIN UP TO \$250,000

Heart Foundation

## BIG HEART STARTER

Free health checks to save lives after our campaign win

WIN UP TO \$250,000

MILLIONS NEED THIS

Nicky has skin in the game

Aussies miss out on simple test to arrest heart toll

51 \$1 \$7,000+

Injured? Call the best.

Today

## AUSTRALIA'S WORST KILLER

HEART DISEASE KILLS 51 AUSTRALIANS EVERY DAY

8-25

\$4.8 BILLION LOST PRODUCTIONS

6 SHOW SOME TICKER

## TEST TO ARREST HEART TOLL

Life-saving health check funding push

Focus on life when it's in your genes

Beauty therapist was only minutes from death

Heart enemy that kills 18,500 a year

12 NEWS

## BREAKING OUR HEART

KNOCKBACK OF SIMPLE TEST THAT COULD SAVE LIVES INDEFENSIBLE

Beauty therapist was only minutes from death

Heart enemy that kills 18,500 a year

Heart disease hotspots

Heart disease hotspots

Heart disease hotspots

#SHOWSOMETICKER

## A BIG HEARTED THANKS

Thousands of lives to be saved after poller promise to fund heart tests

Emma's reality check

HEART HEALTH

## Test that can save you from a killer

Even runners can't escape an attack

20,000 26% \$7,000

WIN UP TO \$250,000

HEART HEALTH

JOHN KELLY

HEART FOUNDATION

Winmar playing for keeps

GOOD HEART

ENCOUNTERS WITH A SERIAL KILLER

DR CLARE ARNOTT

CARDIOLOGIST

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