

MEDIA ADVISORY / CALENDAR LISTING

For Immediate Release

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365 CHALLENGE ON WORLD STROKE DAY

Global Stroke Resource (Bcenter) Poses Workplace Wellness Challenge to Combat Stroke

WHAT: GLOBAL STROKE RESOURCE 365 CHALLENGE ON WORLD STROKE DAY

Companies, individuals, church groups, and organizations are challenged to host a workplace wellness fundraiser in observance of World Stroke Day, an annual health day in support of stroke awareness and prevention.

WHEN: Wednesday, October 29, 2014

WHY: **Stroke costs the U.S. an estimated \$36.5 billion each year.** This total includes the cost of health care services, medications to treat stroke, and missed days of work.

- Every 2 seconds, someone in the world suffers a stroke.
- Every 6 seconds, someone dies of a stroke.
- Annually, 15 million people suffer a stroke worldwide.
- More women than men die of a stroke.
- **A woman is 2.5 times more likely to have a stroke than breast cancer.**

How: Host an online or workplace fundraiser!

DONATE \$36.50 in memory of a loved one, friend, or to celebrate survivorship.

RAISE funds by hosting a **casual workplace Wednesday**. Ask each employee to donate **\$3.65** to wear jeans in support of World Stroke Day on Wednesday, October 29, 2014.

***Knowledge is brain power! Download the Global Stroke Resource [Stroke Educational Toolkit](#) to provide participants with information about stroke prevention and recovery.

COMMIT to **365** days of healthy living! Limit your risk of stroke or aid your recovery with Bwell, Bempowered, and Bconnected strategies found on [Bcenter.com](#).

MORE: [Bcenter.com](#) | (888) 942-Bwell (9533)



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About Bcenter: Global Stroke Resource, Inc., dba Bcenter.com, is a 501(c)(3) **nonprofit organization** with a mission to empower, educate and light the path to recovery for stroke survivors and families. Bcenter is dedicated to providing treatment resources, hope and direction. **Founder Valerie Greene** personally overcame grim odds in the aftermath of two debilitating strokes that nearly took her life at just 31 years old. Acknowledging that her miraculous survival and recovery could impact others afflicted by stroke or any disability, Greene crusaded for years to support healthcare advocacy, programs and education, and now serves as a stroke coach. Visit [Bcenter.com](#) or call (888) 942-Bwell (9355).