

World Heart Federation: Media Release

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UEFA Women's EURO fans get active to make a healthy heart their goal *Number of female footballers set to rise as young women take up the sport*

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Fans and staff travelling to UEFA Women's EURO 2017 fixtures in the Netherlands have boosted their heart health by walking and cycling nearly 2,000 km to host stadia. And it seems that more women are being inspired to take up the beautiful game, as new research reveals that a quarter of 18-34 year old women in Europe would like to play football.

Women, children and families from all over Europe have used the Active Match Mobile App over the tournament. App users have collectively burned a total of 74,542 calories, and saved 236,281g CO₂ emissions by choosing to be active on their journey to support their favourite women's football team.

The free to use Active Match Mobile App, developed by The European Healthy Stadia Network, is part of **A Healthy Heart Your Goal**. This joint campaign by the World Heart Federation, UEFA, The Dutch Heart Foundation, the Royal Dutch Football Association (KNVB) and the European Healthy Stadia Network aims to raise awareness of heart health and encourage women, children and fans to be more physically active.

In the Netherlands and the rest of Europe, cardiovascular disease is the number one cause of death for women, with one in three dying from heart related illnesses. Just 30 minutes of moderate exercise, 5 days a week can boost heart health and help prevent heart disease and stroke. Close to 650 fans and staff have taken on board the message of incorporating 30 minutes of activity into their daily routine by walking or cycling to their match with the #ActiveMatchApp.

Playing football is an ideal activity to boost heart health. Encouragingly, it seems that interest in football is growing amongst women across Europe: nearly a third (29%) of those questioned in the UK, France, Germany and Sweden are keen on watching football, according to new research from the World Heart Federation amongst over 4,000 women. More importantly the younger generation of women are taking up the sport, with nearly one in five (19%) of 18-24 year olds in the four countries playing football, compared to just 4% of 45-54 year olds.

The research also reveals that the number of female footballers is set to rise, with a quarter of 18-34 year old women questioned saying that they would like to play the game.

Of the four countries, British women are the most football crazy, with a quarter (24%) of 18-24 year olds questioned currently playing, and nearly a third (31%) wanting to play. The figures are also high across Europe, with 25% of German women and 22% of French women wanting to play football. At 13%, Swedish women seemed less keen to play, although over a quarter (27%) of 18-24 year olds said they enjoy watching the game.

Peter Gilliéron, Chairman of the UEFA Fair Play and Social Responsibility Committee said: "Interest in women's football has increased enormously over the past ten years, and it's great to see that women are not only watching more football, they're getting out and playing. Whether it's in the park with friends, kicking about in the garden with kids, or at a weekend league match, football is an ideal way to keep active while having fun. We can all keep our hearts healthy by making activity part of our lifestyle - whether that's walking to the next match, cycling to work or dancing around the kitchen!"

-ENDS-

For more information, please contact the World Heart Federation team at Barley Communications:

Sam Williams: + 44 (0)7949 607029
sam.williams@barleycommunications.co.uk

Catherine Jordan Jones: +44 (0)7917 664648
catherine.jordanjones@barleycommunications.co.uk

Notes to Editors:

About the research:

Research was conducted on behalf of the World Heart Federation by Censuswide amongst 4159 women in Europe aged 18-64, of which 1144 in the UK; 1005 in France; 1005 in Germany; 1005 in Sweden.

About Active Match Mobile App

The #ActiveMatchApp provides users with directions and mapping to host venues plus information on where bicycle locking facilities are located at each stadium. The App technology detects any journey taken to matches by bike or on foot, and upon arrival at host venues users receive information on their distance travelled, calories burned and CO₂ emissions saved. The App is available to download on:

[Android - Google Play](#)

[iOS - App Store](#)

About 'A Healthy Heart Your Goal'

The World Heart Federation, in partnership with UEFA, the Dutch Heart Foundation and the Royal Dutch Football Association (KNVB) are joining together to promote heart health and encourage women and children to lead an active lifestyle with the 'A Healthy Heart Your Goal' and #MatchFitWoman campaign. Cardiovascular disease is the number one killer of women across Europe, with one in three dying from heart-related illnesses. Just 30 minutes a day of moderate exercise, 5 days a week, can help reduce the risk and keep our hearts healthy.

Twitter @worldheartfed www.facebook.com/worldheartfederation www.worldheart.org/womenseuro #MatchFitWoman

About the World Heart Federation

The World Heart Federation is dedicated to leading the global fight against cardiovascular disease (CVD), including heart disease and stroke. Working with more than 200 member organizations in over 100 countries, we strive for a 25% reduction by 2025 in premature deaths from CVD around the world.

About UEFA Women's EURO

The UEFA European Women's Championship is the most prestigious European national team football competition for women. In 2017, it takes place in The Netherlands from 16th July to 6th August and is the first time the final tournament will involve 16 teams. It is played every four years, over two seasons, alternating with the European qualifying competition for the FIFA Women's World Cup.

About Healthy Stadia

The European Healthy Stadia® Network supports sports clubs, stadia operators and governing bodies of sport to develop health promoting policies and practices at stadia that contribute to improved levels of public health amongst fans, stadia workforces and local communities <http://healthystadia.eu/>

