

The *Heartbeats that add up* initiative, selected as Best Idea 2017 by Diario Médico

Barcelona, 14 November 2017.- The *Heartbeats that add up* virtual solidarity race, promoted by ESTEVE in collaboration with Asociación España Salud to increase the number of defibrillators and promote healthy habits, has been recognized as one of the Best Ideas of 2017 by Diario Médico in the category of Promotion of Health and Solidarity of the prizes awarded each year by this medical newspaper.

The goal of “*Heartbeats that add up*” is twofold. One, to promote cardio-healthy habits by walking, running, swimming or cycling as many kilometers as possible. And two, to help save lives by installing defibrillators in Spain, particularly in crowded places such as squares, schools, sport facilities, etc. to most effectively avoid sudden death episodes. Importantly, around 40,000 people in Spain die of sudden death every year, and more than 4,500 lives would be saved every year if a defibrillator and staff minimally trained in resuscitation were available beside every fire extinguisher¹.

The first edition of “*Heartbeats that add up*”, addressed specifically to physicians and pharmacists, was quite a success: more than 70,000 kilometers covered and 20 defibrillators installed in the 6 autonomous communities that covered more kilometers: Andalusia, Asturias, Castilla León, Extremadura, Navarre, and Basque Country. The second edition, already underway and open to the entire population, intends to cover 100,000 km in four months and distribute another 30 defibrillators all over Spain.

In order to join the initiative and donate the kilometers covered, just enter the www.latidosquesuman.com website, log in, fill out the data, and link a device or an app that records physical activity. If already using any of the following applications: Google FIT, Runtastic, Fitbit, Apple Salud, RunKeeper or Dailymile, just select and press “Donate Kms” to access #latidosquesuman. Any of these apps can be downloaded free from App Store or Google Play.

The Best Ideas of Diario Médico, in their 16th edition this year, acknowledge the daily contribution of people, institutions and companies to the improvement of pharmacy, pharmaceutical care, and health. These awards include a total of 6 categories: Research and Pharmacology; Legal, Ethical and Deontological Initiative; Patronage and Solidarity; Professional Policies; Healthcare Policies; and Management.

About ESTEVE

ESTEVE (www.esteve.com) is a leading chemical-pharmaceutical group in Spain with a strong presence worldwide. Founded in 1929 and presided over by Joan Esteve, the Company currently employs 2,473 people, has a presence in Europe, USA, Mexico and China, and had a sales revenue of 813 million Euros in 2016. ESTEVE is firmly committed to excellence and uses its best efforts to promote health and improve people's quality of life. Research being ESTEVE's hallmark, a portfolio of highly innovative projects ultimately aims to provide response to unmet medical needs. Because ESTEVE is a socially responsible Company, it ensures that all projects entered by it align with its CSR vision. You may follow ESTEVE on Twitter [@ESTEVE_news](https://twitter.com/ESTEVE_news) and Instagram https://www.instagram.com/esteve_news/.

About Asociación España Salud

Asociación España Salud was established as a non-profit private institution devoted to health education and preventive healthcare. Promoting healthy habits, disseminating health sciences and research are the three pillars of this entity, the purpose being to contribute to reduce the incidence of the most common diseases in society today. Led by a group of world-renowned physicians and researchers, España Salud promotes and develops innovative projects to disseminate health sciences, train the general population and optimize the use of available resources.

¹ According to [Asociación España Salud](http://www.espanasalud.org) www.espanasalud.org

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