NEWS RELEASE

株式会社ツルハホールディングス

July 25, 2025

Tsuruha Group's 1,000 Pharmacies Join "Healthy Heart Day"

Tsuruha Holdings Boosts Community Health Awareness with "#MeasureYourBloodPressure!" Campaign

Sapporo, Hokkaido – Tsuruha Holdings Inc. (Head Office: Higashi-ku, Sapporo, Hokkaido; Representative Director and President: Jun Tsuruha) is once again participating in the "Healthy Heart Day" project, co-organized by four esteemed organizations: the Japan Heart Foundation, the Japanese Circulation Society, the Japan Cardiovascular Association, and the Japan AED Foundation.

Leveraging its network of approximately 1,000 pharmacies and drugstores nationwide, the Tsuruha Group will launch an awareness campaign with the slogan "#MeasureYourBloodPressure!". As part of this initiative, "Healthy Heart Day 2025" posters will be displayed, and pharmacists will offer blood pressure advice and health consultations using a dedicated checklist. To support the health of local residents, Tsugaru Group will also recommend medical consultations when necessary, contributing to the enhancement of public health awareness.

As of June 25, 2025, approximately 1,000 dispensing pharmacies across all Tsuruha Holdings Group operating companies have registered their participation in this activity. The official "Healthy Heart Day" website showcases similar activities announced by numerous companies and organizations, indicating a vibrant collective effort towards improving societal health awareness.

Tsuruha Holdings remains committed to contributing to the health promotion of local communities. We will continue to maximize the functions of our pharmacies and drugstores to provide detailed health support.

For more details on the "Healthy Heart Day" project, please visit the official website below:
https://www.kenko810.com/

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