



canada.com partners with AboutKidsHealth, the source for trusted answers about children's health from The Hospital for Sick Children

November 4, 2009 (TORONTO) – As Canadians struggle to understand how best to protect their families from H1N1, Canwest and The Hospital for Sick Children (SickKids) today announced a partnership that will help.

Each week a series of articles from AboutKidsHealth, developed with the child health experts of SickKids, will appear in the family and child pages of canada.com – www.canada.com/sickkids and the 10 Canwest metro newspaper websites, including vancouver.sun.com, calgaryherald.com and montrealgazette.com. Some of the first articles will contain in-depth material for families about H1N1, developed by AboutKidsHealth with Dr. Upton Allen, Chief of the Division of Infectious Diseases and a Senior Scientist at SickKids.

“This expert content will further enhance the rich offerings on Canada’s favourite news and information websites and will be a helpful resource for parents seeking health information from a trusted source,” says Graham Moysey, Senior Vice President and General Manager, Canwest Digital Media. “For advertisers, this represents an unrivalled opportunity to deliver messages directly to a motivated and conscientious parenting audience in a focused children’s health content environment.”

“The goal of AboutKidsHealth is to provide families with reliable, current information about all areas influencing child health and family quality of life in a format that is easy to understand,” says Dr. Ross Hetherington, Director, AboutKidsHealth. “Our new partnership will extend the reach of this important information to millions of readers through Canwest’s distribution network.”

About canada.com

The canada.com network is the nation's leading source of news and information. Powered by more than 1,200 journalists from the Canwest News Service and major news brands, such as National Post, Ottawa Citizen, Vancouver Sun and Calgary Herald, canada.com cannot be matched for depth, breadth and frequency of news coverage.

About Canwest Global Communications Corp.

Canwest Global Communications Corp. (www.canwest.com) is Canada’s largest media company. In addition to owning the Global Television Network, operating 18 industry-leading specialty channels and having ownership in 5 specialty channels, Canwest is Canada’s largest publisher of English language paid daily newspapers and owns and operates more than 80 online properties.

About AboutKidsHealth.ca

AboutKidsHealth is an initiative of The Hospital for Sick Children, known to many as SickKids. SickKids is one of the largest paediatric teaching hospitals in the world. The hospital has an international reputation for excellence in health care, research, and teaching. AboutKidsHealth

is committed to improving the health and well-being of children and youth across Canada and around the world.

The Hospital for Sick Children (SickKids), affiliated with the University of Toronto, is Canada's most research-intensive hospital and the largest centre dedicated to improving children's health in the country. As innovators in child health, SickKids improves the health of children by integrating care, research and teaching. Our mission is to provide the best in complex and specialized care by creating scientific and clinical advancements, sharing our knowledge and expertise and championing the development of an accessible, comprehensive and sustainable child health system. For more information, please visit www.sickkids.ca. SickKids is committed to healthier children for a better world.

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