



MEDIA RELEASE

New Name – Same Great Cause!

For Immediate Release

Edmonton – June 12, 2012 – “Immunize Canada”, the new name for a Canadian coalition that is more than 30 national and provincial members strong and 15 years old, is launched today.

The coalition was formerly known as the Canadian Coalition for Immunization Awareness & Promotion. The new name – “Immunize Canada” – succinctly reflects our goal: to contribute to the control/elimination/eradication of vaccine-preventable diseases in Canada by increasing awareness of recommended immunizations for all ages.

“Immunize Canada is an incredible group of organizations devoted to increasing the uptake of immunizations in order to reduce the incidences of vaccine-preventable diseases across the country,” stated Dr. Susan Bowles, Chair, Immunize Canada.

“The re-emergence of diseases previously eradicated by vaccines in some countries highlights the challenges public health faces in communicating the importance of immunizations,” said Debra Lynkowsky, Chief Executive Officer, Canadian Public Health Association (Secretariat for the Coalition). “Immunize Canada undertakes promotion, media relations, advocacy and education to get the important message to Canadians that immunizations are safe and effective and benefit people of all ages.”

The ongoing efforts of Immunize Canada are more important today than ever. Visit immunize.ca for more information.

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About Immunize Canada:

Immunize Canada is a partnership of national and provincial non-governmental, professional health, consumer, government and private sector organizations. It is a trustworthy and independent voice in support of immunization of children, adolescents, adults, and health care

workers. Its overall aim is to increase awareness about the benefits of immunization and promote the understanding and use of vaccines as recommended by the National Advisory Committee on Immunization.

Member Organizations of Immunize Canada:

Abbott Inc.
AMMI-Canada
Canadian Association of Chain Drug Stores
Canadian Center for Vaccinology
Canadian Diabetes Association
Canadian Geriatric Society
Canadian Gerontological Nursing Association (CGNA)
CHICA-Canada
Canadian Institute of Child Health
Canadian Lung Association
Canadian Medical Association
Canadian Nurses Association
Canadian Nursing Coalition for Immunization (CNCI)
Canadian Paediatric Society
Canadian Pharmacists Association
Canadian Public Health Association
College of Family Physicians of Canada
Council of Chief Medical Officers of Health
GlaxoSmithKline
Health Canada – First Nations & Inuit Health Branch
Heart and Stroke Foundation
Meningitis Research Foundation of Canada
Merck Canada Inc.
Novartis
Pfizer Canada
Polio Canada
Public Health Agency of Canada
Public Health Ontario
sanofi pasteur
Society of Obstetricians & Gynaecologists of Canada
Victorian Order of Nurses (VON)