

Lions Club of Canada and MedicAlert come together for the *No Child Without*® Program

Innovative Medical Program Protects Children and Eases Parents' Concerns

Toronto, February 13th, 2008 – The Lions Clubs of Canada and the Canadian MedicAlert Foundation have come together in a national partnership through MedicAlert's charitable program, *No Child Without* (NCW), which protects elementary students from unforeseen medical emergencies. Local Lions Clubs will provide funding and community-based support to expand and implement NCW across Canada.

The Lions Clubs of Canada will take on a special role in each community acting as a local contact for the *No Child Without* program in the communities where they live. MedicAlert bracelets and necklets will now feature an engraving of the Lions Club logo in recognition of their outstanding contribution to this cause.

"Through the support of local Lions Clubs, *No Child Without* will continue to grow in scope and allow parents to feel that their children are more safe while in the care of others throughout the school day," said Terry Graham, Past International Director of the Lions Club of Canada. "They have access to the vital health information they need to help our children."

Parents are immediately notified by MedicAlert when the hotline receives a call about their child. Many parents of children who wear MedicAlert bracelets have found it reassuring to know that they will be informed if their child has had a medical emergency and that proper care was quickly provided.

"As most parents know, children with medical conditions may be at risk whenever they leave their home. Parents worry a great deal about how their child will communicate their medical condition in a crisis," said Martin Kabat, President and CEO of MedicAlert. "Through the help of local Lions Clubs across Canada, the *No Child Without* program will provide students in all provinces the full protection of MedicAlert and give parents peace of mind."

MedicAlert's *No Child Without* program focuses on children who suffer from allergies like peanuts, childhood diabetes and asthma, and also helps children with other pre-existing medical conditions. Across Canada, at least 10 per cent of children have a condition that warrants MedicAlert® protection.

The goal of the *No Child Without* program is to provide elementary students across Canada a MedicAlert bracelet or necklet custom-engraved with the child's medical information, member ID and the MedicAlert 24-hour Emergency Hotline number. By calling the number, school staff or health care providers have immediate access to vital information from the child's electronic health record, including existing medical conditions, medications, allergies, special needs, physician and family contacts.

About *No Child Without*

The *No Child Without* program was launched nationally in November 2006 and over the next five years it will be offered to all of Canada's 12,000 elementary schools. The program was developed in the spirit of Canadian health care to assist every child regardless of their financial resources. The *No Child Without* program is funded in part by a \$2 million contribution from the Government of Canada. MedicAlert relies on the generous donations from its members and corporations, government, foundations and individuals to support its mission.

About the Canadian MedicAlert Foundation

Operating nationally, MedicAlert is a member-based registered charity with more than one million Canadian members. The Canadian MedicAlert Foundation has been the provider of emergency medical information services in Canada for more than 45 years. The Foundation's services include electronic health records, a state-of-the-art secure database, a 24-hour emergency hotline and customized identification products that protect persons with chronic medical conditions or special medical needs. The foundation's web site can be accessed at www.medicalert.ca.

About the Lions Club of Canada

The Lions Club of Canada is part of an international network of 1.3 million men and women in 202 countries who work together to answer the needs that challenge communities around the world. Lions participate in a vast variety of projects important to their communities. These projects range from cleaning up local parks to providing supplies to victims of natural disasters. Beginning in 1917, the association of Lions clubs has provided millions of people with the opportunity to give something back to their communities.

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