



Meningitis Relief Canada (MRC)

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For immediate release

April 24, 2014

MRC joins Anne Geddes for launch of global eBook showcasing meningococcal survivors on World Meningitis Day

(Toronto) – To mark World Meningitis Day, Brampton-based charity Meningitis Relief Canada (MRC) joined world-renowned photographer and children’s advocate Anne Geddes today, as she released her latest photo book – ***Protecting Our Tomorrows: Portraits of Meningococcal Disease*** at the Art Gallery of Ontario.

Protecting Our Tomorrows: Portraits of Meningococcal Disease is a collection of inspirational images that presents 15 meningococcal disease survivors, each conveying the sudden and profound effect the disease has on young lives. In honour of the sixth annual World Meningitis Day, this new eBook is available for free download exclusively on iBooks.®

“Meningitis Relief Canada is proud to be part of this important global project that captures the true toll that meningitis has on its victims, especially child survivors,” says Furakh Mir, President and Founder of MRC. “It’s important for parents to speak to their pediatrician so they know the signs of meningitis and can look for them in their child. Through this project, we hope parents will feel empowered to ask questions about the threat of this disease and how they can help protect their children through vaccination.”

Mir founded MRC after her own infant son contracted meningitis and was sent home undiagnosed from both her local hospital and walk-in clinic. Fortunately, Furakh’s instincts led her to examine her son’s condition at Toronto’s Sick Kids Hospital, where he was correctly diagnosed and successfully recovered after a month of proper treatment and care. The Geddes project is one of several international initiatives and events taking place to commemorate World Meningitis Day, celebrated each year on April 24.

“Through a series of what I believe are inspirational photographs of meningococcal disease survivors and families impacted by the disease, this project celebrates the survivors’ triumphs and honors those who’ve tragically lost their lives,” said Ms. Geddes. “Over my 30-year career, there is not one parent I have worked with who doesn’t love their children, want to nurture their children and protect their children. Through these images, I hope parents feel empowered to understand the disease’s impact and know the options available to them.”

The image collection was created in partnership with Novartis Vaccines and the Confederation of Meningitis Organisations (CoMO) to help increase public awareness of meningococcal disease on World Meningitis Day. This global project brought together 15 survivors ranging in ages of nine months to 25 years from countries around the world, including Canada, Australia, Germany, Ireland, Spain, the United Kingdom, Brazil and the United States.



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Meningococcal disease is an unpredictable disease that comes on suddenly and can be fatal within 24 to 48 hours of onset symptoms. Even with appropriate treatment, 10 to 14 percent of patients die and up to one in five survivors will suffer life-long devastating complications, such as neurological disabilities, hearing loss or limb loss.

Protecting Our Tomorrows: Portraits of Meningococcal Disease can be downloaded for free from the iTunes store [by clicking on this link](#). More information about the project is available at protectingourtomorrows.tumblr.com.

About MRC

Meningitis Relief Canada (MRC) is a Canadian Registered Charity. Its vision is to improve the lives of individuals and families affected by the complications of meningitis by providing means to heal and rebuild. MRC's mission is to educate and raise awareness of meningitis amongst the public and healthcare professionals in order to prevent death and disability from the disease, and to provide grief and bereavement counselling, financial assistance and support services to individuals affected by meningitis in Canada.

About Anne Geddes

One of the world's most respected photographers, Anne Geddes creates images that are iconic, multi-award winning, internationally acclaimed, and beloved. Like no photographer before, her imagery singularly captures the beauty, purity, vulnerability, and preciousness of children, embodying her deeply held belief that each and every child must be protected, nurtured, and loved. Throughout her career Anne Geddes has continued to give back. In 1992, Anne with her husband, Kel, founded The Geddes Philanthropic Trust to raise funds and awareness worldwide for the prevention of child abuse and neglect. In 2011, Anne was proud to announce her partnership with the United Nation's Every Woman Every Child effort, in particular being invited to be the Global Advocate for the shot@life immunisation programme. Anne's work has been published in 83 countries and her books have sold more than 18 million copies worldwide. Anne Geddes' blog, Facebook and Twitter pages bring her fans into her studio and life. For more information, please visit www.AnneGeddes.com.

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