

MYÉLOME
CANADA



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Uniquely devoted to the Canadian myeloma community

*The Make Myeloma Matter media tour
puts myeloma on the Canadian map*

Canada, June 2011

Myeloma Canada's *Make Myeloma Matter* media tour recently crossed the country raising awareness of multiple myeloma and highlighting the urgent need to ensure patients have access to the right treatment at the right time. The media campaign featured actress and model Lisa Ray, who was diagnosed with multiple myeloma in 2009, to talk about her work with Myeloma Canada and why we need to *make myeloma matter*.

The tour enjoyed national coverage through both television and print media, being featured on *Canada AM*, *The Marilyn Denis Show* and *Hello! Canada*. This was supported with regional broadcast and print media coverage in key cities across the country. In addition, the tour was discussed in numerous online and social media outlets, generating exposure through **more than 150 media clips** and reaching **up to 30 million Canadians** through television interviews, newspaper and magazine articles, radio broadcasts and social networking sites.

To view the interviews, go to www.myeloma.ca.