

## **Media Alert - Youth soccer enthusiasts Take a Shot for Meningitis Protection**

~ Sudbury medical professional and meningococcal meningitis survivor to raise awareness about meningococcal meningitis, while informing soccer players they can get more than a red card when sharing water bottles ~

SUDBURY, ON, July 21 /CNW/ -

What: At this weekend's Club Panhellenic Soccer Club Tournament, an annual fun-filled event held at Laurentian University, soccer players and tournament spectators will learn about broad protection against meningococcal meningitis at the Take a Shot for Meningitis Protection booth. Local nurse, Cindy Moore, will be among the 3,000 players and fans, engaging children and parents alike with information to ensure Canadians remain safe from the four vaccine-preventable strains of meningococcal meningitis.

Join the fun on-site to learn about the importance of meningococcal meningitis prevention and protection from Cindy Moore. Players and spectators will also be provided with free water bottles to help reduce the risk of transmission, be offered health tips, and can discuss broad protection in children and teens against meningococcal meningitis.

Michael Cross - survivor of a vaccine-preventable strain of meningococcal meningitis, had contracted the disease while at a soccer tournament when he was 16 years old. Michael is looking forward to sharing his personal experience in an effort to raise awareness about the importance of broad vaccine protection.

INTERVIEWS, PHOTOS and BROADCAST opportunities are available.

Who: Cindy Moore, nurse, Northeastern Travel Clinic, Sudbury

Michael Cross (xx) Available for telephone/Skype interviews  
(not at event)

When: Take a Shot for Meningitis Protection, Saturday, July 24, 2010  
9:30 a.m. to 4:30 p.m.  
Nurse, Cindy Moore, on-site from 11 a.m. to 2 p.m.

Where: Laurentian University, Athletics Building and Fields  
Sudbury, Ontario

Invasive Meningococcal Disease (IMD) Quick Facts:

- Meningococcal meningitis, a type of IMD, is a serious bacterial infection that can be spread from one person to another through close contact involving secretions from the nose or throat, such as sharing water bottles and kissing.
- Each week, an average of four Canadians, mostly children and teens, are infected with invasive meningococcal disease.
- Meningococcal meningitis often begins with symptoms that can be mistaken for common viral illnesses, such as the flu. Meningococcal meningitis can progress very rapidly and cause death in 24 to 48 hours.
- Four of the five common bacterial strains that cause meningococcal meningitis are vaccine-preventable (A, C, Y and W-135).
- Menactra® is the only conjugate vaccine that protects against all four vaccine-preventable strains of IMD with over five years real world experience

For further information: or for an interview with Nurse Cindy Moore or Michael Cross, please contact: Jennifer Runza, T: (416) 847-1329, E: [jennifer.runza@mslworldwide.com](mailto:jennifer.runza@mslworldwide.com), On-site contact: (416) 319-0014

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