

## **Sanofi Canada contributes Allerject™ to Hamilton pilot project**

**September 24, 2014** – Jackson Square in Hamilton is now stocking Allerject™ as part of a pilot project to test the effectiveness of having epinephrine auto-injectors available in a retail location for the emergency treatment of severe allergic reactions.

The pilot project is being spearheaded by the City of Hamilton, and it is the first municipal initiative of its kind in Canada. Sanofi Canada is pleased to be contributing 12 Allerject™ auto-injectors to the project in both adult and children's sizes.

Allerject™ is the first and only 'talking' epinephrine auto-injector. Its automated voice instructions guide people step by step through the injection process.

Research has shown that failure to inject epinephrine or a delay in administering the drug are underlying factors in fatal anaphylaxis. (1) By having auto-injectors such as Allerject™ on hand, and being able to respond quickly to emergencies, the project is designed to improve the health safety of those living with life-threatening allergies.

It is estimated that approximately 2.5 million Canadians, about 1-in-15 people, have at least one food allergy. In the Hamilton area alone, up to 40,000 people are affected by food allergies. (2)

In addition to the City of Hamilton, other stakeholders include McMaster University, Anaphylaxis Canada, First Real Properties Limited which manages Jackson Square and their security staff, and the Rotary Club of Ancaster AM.

Anaphylaxis Canada provided training to mall security guards and senior staff in the food courts and restaurants in order to identify the symptoms and signs of anaphylaxis and when and how to use an auto-injector. McMaster University will be evaluating the program and will provide its research to the City by the Fall of 2015.

The project was inspired by the tragic death of a 12 year-old girl who succumbed to a likely anaphylactic reaction after consuming an ice cream cone purchased at a mall in Burlington, Ontario in 2013.

To learn more about Allerject™ or to arrange training for your organization, please visit us at [www.allerject.ca](http://www.allerject.ca).

### **About Sanofi**

Sanofi, a global healthcare leader, discovers, develops and distributes therapeutic solutions focused on patients' needs. Sanofi has core strengths in the field of healthcare with seven growth platforms: diabetes solutions, human vaccines, innovative drugs, consumer healthcare, emerging markets, animal health and the new Genzyme. Sanofi is listed in Paris (EURONEXT: SAN) and in New York (NYSE: SNY).

Sanofi entities in Canada include Sanofi Canada (pharmaceuticals), Sanofi Pasteur (vaccines), Sanofi Consumer Health (cosmeceuticals, over-the-counter products and specialty care), Genzyme (rare diseases) and Merial (animal health). Together they employ close to 1,700 people across the country. In 2013 Sanofi companies invested \$125 million in R&D in Canada, creating jobs, business and opportunity throughout the country.

(1) Anaphylaxis Canada, <http://www.newswire.ca/en/story/1407670/city-of-hamilton-launches-stock-epinephrine-auto-injector-pilot-project-at-jackson-square-mall>

(2) Ibid

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