

PRESS RELEASE
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Foundation launches regional health magazine

(HALIFAX) With a desire to change the way we think about health and help inform Atlantic Canadians about health care news and advances, the QEII Foundation today rolled out its new regional health magazine *Living Healthy in Atlantic Canada*. Produced in partnership with Saltscapes Publishing Ltd., the glossy publication will hit the presses twice annually, with an estimated 50,000 copies in each print run advocating healthy lifestyle options, dietary choices and profiles of progressive treatments and ground-breaking research activities both at the QEII Health Sciences Centre and in communities across the region.

“This new magazine typifies the proactive approach we need to take to transform our health system into becoming more people centred,” said Dr. Ray LeBlanc, Vice-President, Research & Academic Affairs for the Capital District Health Authority. “By informing readers of their lifestyle decisions, we’re taking the first step towards involving them in their own care.”

Subscribers to Saltscapes magazine throughout Atlantic Canada will receive *Living Healthy in Atlantic Canada* as a supplement to the spring and autumn copies of the popular regional magazine. The remainder of the copies will be distributed to audiences of the QEII Foundation and throughout the QEII Health Sciences Centre. As the largest tertiary care facility in Atlantic Canada, the QEII Health Sciences Centre serves as the backdrop for much of the magazine’s focus.

“Part of our mandate at the QEII Foundation is to enrich health care for Atlantic Canadians,” said the Honourable Constance Glube, Chair of the QEII Foundation Board of Trustees. “We believe this new magazine helps us achieve that.”

For the publishers of Saltscapes, the new magazine offers a tie-in with one of the region’s leading health care fundraising organizations. “This is very significant journalism,” said Jim Gourlay, Editor-in-Chief of Saltscapes. “Starting with the premise that the best health care is illness avoidance, the magazine content will relate very directly to quality of life, and even length of life, for Atlantic Canadians. What could be more significant than that?”

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About the QEII Foundation

The Queen Elizabeth II Health Sciences Centre Foundation is a non-profit, charitable organization established to strengthen the QEII's ability to provide health care of the highest quality across Atlantic Canada. The QEII Foundation raises funds for state of the art technology, community-based disease prevention initiatives, professional education and medical research. Since 1996, the QEII Foundation has raised more than \$120 million for the QEII.

About Saltscapes Publishing Ltd.

Saltscapes Publishing Limited produces and distributes the most popular and significant lifestyle consumer magazine east of Montreal currently enjoying per-issue readership growing through 260,000. As a consequence of the award-winning magazine's simple editorial mission to showcase the best elements of Atlantic Canada, the brand name has become iconic in the region.