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A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

In order to provide optimal nourishment, detoxification and immunity, a person's gastrointestinal system has to function seamlessly. Disturbances, on the other hand, manifest in a number of conditions. Among them are Crohn's disease and ulcerative colitis, which affect one in every 150 Canadians, one of the highest percentages in the world.



GOING LIVE IN PRINT AND ONLINE:
APRIL 17, 2017

GET INVOLVED BY:
MARCH 6, 2017

MATERIALS DUE:
APRIL 10, 2017

Proposed editorial highlights:

ADVOCACY AND AWARENESS. We highlight the efforts and initiatives of leading advocacy groups working to improve the lives of people with gastrointestinal conditions.

RESEARCH AND TREATMENT. What is the outlook for patients with inflammatory bowel disease and how can they benefit from early detection and enhanced treatment options?

CHILDREN AND FAMILIES. We cover the latest findings on therapies that can help people living with Crohn's disease or ulcerative colitis and their families.

BOOMER HEALTH. We explore the tests and procedures experts recommend for the boomer generation.

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3.6 million

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See page 2 for details...

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GASTROINTESTINAL HEALTH



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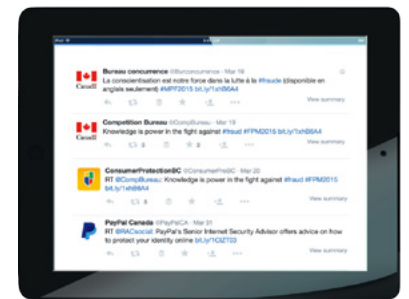
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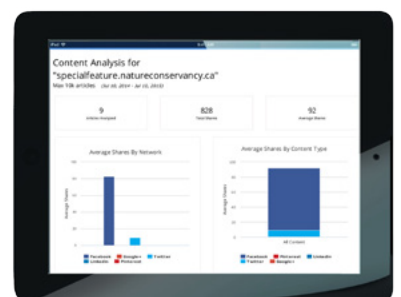
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