

A PRINT AND ONLINE ADVERTISING FEATURE IN CANADA'S #1 NATIONAL NEWSPAPER AND #1 NEWS WEBSITE



# MIGRAINES

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Everyone who gets headaches from time to time knows how unpleasant they can be. For people who are prone to migraines, painful and even debilitating headaches are often part of their normal life and severely impact their overall wellbeing. Their associated symptoms can include nausea and vomiting, and sensitivity to light, sound or smell.

	<b>GOING LIVE IN PRINT AND ONLINE:</b> OCTOBER 22, 2018	<b>GET INVOLVED BY:</b> SEPTEMBER 10, 2018	<b>MATERIALS DUE:</b> OCTOBER 8, 2018
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### Proposed topic highlights:

**EXPERT ADVICE.** We highlight the medical community's recommendations for coping with migraines.

**MEDICATION.** We explore some of the proven options for treating and preventing migraines.

**LIFESTYLE.** What are some of the lifestyle choices that promote good health and can reduce the frequency and severity of migraines.

**GADGETS AND NON-MEDICAL RELIEF.** We explore some of the gadgets and non-medical remedies that people with migraines find useful.

**RESEARCH.** What are the latest findings that illuminate the causes and symptoms of migraines?

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**NEXT STEPS?** Contact Globe and Mail Project Manager RICHARD DEACON at 604.631.6636, or via e-mail at [rdeacon@globeandmail.com](mailto:rdeacon@globeandmail.com)

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## MIGRAINES



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