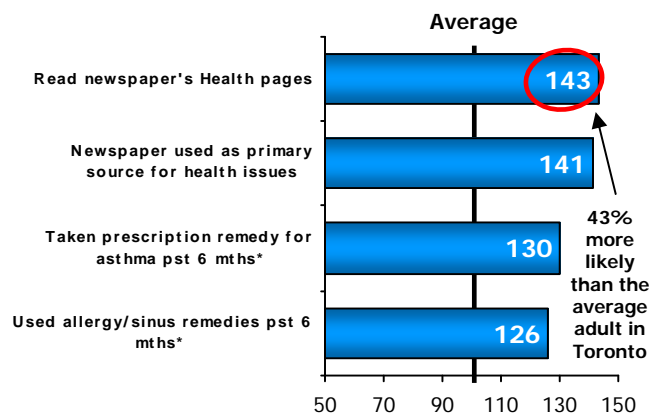


Allergies & Asthma

Thursday, May 7th 2009

Coping with allergies and asthma can affect every aspect of your daily life, from what and where you eat to whether you can even venture outdoors on a sunny summer day. This section will feature people living with these conditions and share ideas about how to minimize the impact. It will also highlight the latest research and treatment options that offer new hope.

Star readers are Health Conscious...



Source: NADbank 2007, read Star yesterday; Base: Toronto, Adults 18+
 *Source: PMB 2-year database, read Star yesterday; Base: Toronto adults 18+

The Toronto Star reaches...

- **952,800** readers daily in Toronto
- **371,900** adults with household incomes of \$100,000 or more
- **427,400** principal wage earners
- **699,000** readers that read the Health pages
- **253,000** readers that have used allergy or sinus remedies in the past 6 months*
- **39,000** readers that have taken a prescription for asthma in the past 6 months*

Source: NADbank 2007, read Star yesterday; Base: Toronto, Adults 18+
 *Source: PMB 2-year database, read Star yesterday; Base: Toronto adults 18+

To book space in this Special Section or for more information, please contact your Star sales representative.
 An additional charge may be applied for late material or late revisions

Allergies & Asthma

Thursday, May 7th 2009



BOOKING DEADLINE ★ WED., APR. 29

MATERIAL DEADLINE ★ FRI., MAY. 1

Editorial Lineup

ANXIETY: Although parents of kids with food allergies are understandably anxious, most find ways to work effectively with their community to create practical solutions based on awareness, understanding and respect. We talk to AC officials, a family and educator Sara Shannon (whose daughter died in school from an allergic reaction to cheese).

WHY RISK IT: As children with allergies move into their teens and early 20s, there is a propensity to take greater risks. AC has set up a website (whyriskit.ca), launching in early May, to reach out to this demographic and help them manage their allergies as adults.

INSECTS: There's nothing carefree about summer for those with severe allergies to insect stings, which can be just as deadly as food allergies. But venom immunotherapy can help reduce the risk. We talk to experts and someone coping with an insect allergy.

LABELLING: Health Canada has finally updated the rules for common-sense food labelling, helping people with severe allergies avoid allergens. But more is needed. We talk to AC officials, Marilyn Allen and a family coping with allergies.

RESEARCH: Although exciting new research suggests people, even children, can be desensitized to certain food allergies, experts warn the studies are very new and sample sizes are small. Families trying it at home could result in dire consequences. We talk to AC, an allergist and parents.

SMOG: A study by the Canadian Medical Association concluded that 21,000 Canadians die each year from the effects of smog. What can we do about it, in the short and long term, especially if we live in the Big Smoke?

WORKPLACE: The Lung Association is focusing on the risk of asthma attacks in the workplace. Occupations at risk are surprisingly diverse — from a baker reacting to flour to and engineer coping with dust on a construction site.

SEASONAL ALLERGIES

NOTE: Tentative lineup, subject to change.

To book space in this Special Section or for more information,
please contact your Star sales representative.

An additional charge may be applied for late material or late revisions

TORONTO STAR

thestar.com