

# NEWS RELEASE

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FOR IMMEDIATE RELEASE

## Christmas Seals: Help stamp out lung disease this holiday season

**(Ottawa)** – By using Christmas Seals on the back of their holiday greetings and parcels, Canadians are helping the one in five Canadians with breathing difficulties, like six-year-old Paige.

“When my daughter Paige was a baby it seemed like she was constantly sick and struggling to breathe,” says her mother Lisa. “We thought she was going to die the first time we rushed her to the hospital. She was gasping for air and there was a rattling sound in her chest. It was a nightmare. She had pneumonia five times in her first six months of life and no one could tell us why she was always sick.

“We finally got our answer when Paige was 18 months old. She is one of three million Canadians living with asthma. It is a chronic lung disease that makes it difficult to breathe. There is no cure, but with proper treatment, it can be controlled.

Paige is now an extremely active and independent, according to her mother. “I am so proud of how far she has come. Paige is still very prone to lung infections, but last winter was the first time in her life she didn’t need to be hospitalized. We hope that we can expect the same from this winter, too.

“We’ve learned a lot from The Lung Association about how to help Paige better manage her asthma. They’ve taught us ways to rid our home of irritants that can make Paige’s symptoms worse and how to improve the quality of air she breathes. That is why The Lung Association is so important to me and why I am so excited about its Christmas Seal Campaign.”

Donations to the Christmas Seal campaign go towards patient education and support for lung diseases like asthma, COPD and lung cancer. Donations fund research into better treatments and, hopefully, cures. And donations support programs that help smokers quit, improve air quality and educate Canadians about lung health.

This year, when Christmas Seals arrive in mail boxes, The Lung Association urges Canadians to please give generously.

[-Send a Christmas Seal e-card](#)

[-View our gallery of Seals from years past](#)

[-See a timeline of lung health milestones](#)

[-Make a donation](#)

Established in 1900, The Lung Association is one of Canada’s oldest and most respected health charities, and the leading national organization for science-based information, research, education, support programs and advocacy on lung health issues.

For further information or to arrange an interview, media representatives may contact:

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