

FOR IMMEDIATE RELEASE



Little feet make great strides

On Sunday, May 28 join the GTA Chapters of the Canadian Cystic Fibrosis Foundation (CCFF) at the Great Strides™ walk and take steps to cure cystic fibrosis (CF)

Toronto, ON (May 17, 2006) – When four-year-old Madison goes to the Toronto Zoo on Sunday, May 28, she will be doing more than visiting the animals. Along with others, she will be participating in the 2nd Annual Great Strides™ walk to fight cystic fibrosis.

Madison is one in approximately 3,600 people in Canada living with CF. Cystic fibrosis is a fatal, inherited disease that affects mainly the lungs and the digestive system. Persons with cystic fibrosis must take an average of 20 pills a day to enable them to maintain sufficient nutrition and must endure daily physical therapy to help keep their lungs free from infection and congestion. Despite Madison's vigorous daily routine, she doesn't let CF bring her down.

"One day, when I grow up, I want to be a princess just like Cinderella. In the winter, I love to ride on my family snowmobile. And in the summer I love to go swimming and drive my own little jeep in the front yard. It's really fun! It's a lot better than doing my treatments! But my mommy says that my pills and treatments will make me feel better, so that's good," Madison said.

Since 1986, CCFF volunteer chapter members have been teaming up with community partners to participate in an annual walk to raise funds in support of the CCFF's fight against CF. In 2005, Great Strides™ walk attracted 1,850 participants and raised \$150,000 (net revenue).

The 2006 Great Strides™ walk will be held at the Toronto Zoo, with participants receiving free admission to the Zoo (with a minimum of \$25 in pledges per person), free lunch, a loot bag for the children and a live performance from Nelvana's Max & Ruby—as seen on Treehouse TV! Kids can visit the Max & Ruby activity station for the chance to win a *Max & Ruby* book title courtesy of Penguin and DVDs from kaBOOM!

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Great Strides™ walk, 2-

For more information about the Great Strides™ walk at the Toronto Zoo visit www.cysticfibrosis.ca/greatstrides. From your personal Great Strides™ homepage, you can send e-mails to others, inviting them to pledge you in support of the fight against CF. Secure, online donations can be made with most major credit cards and electronic receipts will be issued.

Cystic fibrosis is the most common, fatal, genetic disease affecting young Canadians. It is a multi-organ disease, attacking primarily the lungs and the digestive system. The CCFF is a Canada-wide health charity, with more than 50 volunteer chapters, which funds cystic fibrosis research and care. In 2006, the Foundation will support more than 45 research projects, that are exploring all aspects of the CF puzzle; from investigating new methods of fighting infection and inflammation in the lungs, to finding new approaches in CF therapy that target the basic genetic defect in CF. The Foundation is a world leader in the fight against CF: the gene responsible for CF was identified in 1989 by a Canadian-led team of CCFF-funded researchers. When the CCFF was established in 1960, most children with CF did not live long enough to attend kindergarten; today, half of all Canadians with CF may be expected to live into their late 30s, and even beyond.

Sponsors for this year's Great Strides™ walk include Hbc, Toronto Zoo, Toronto Blue Jays, Warner Bros. Entertainment Canada Inc, Chewy, Crispy Mini's, Crunchy, American Airlines, Schneider Foods, Propel, Pizza Pizza, Orbis Communications, Kin Canada and AM 640.

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For more information and/or to arrange an interview, please contact:

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