



CONTROVERSIAL RADIO ADS ON LYME DISEASE TO LAUNCH ACROSS CANADA

Magnotta Winery and CanLyme Challenge
Canadian Government's Views About Lyme Disease

VAUGHAN, ONTARIO, May 12, 2009 – Lyme disease is the fastest growing infectious disease in the world but the Canadian government won't acknowledge this fact because it lacks proper understanding of the disease, continues to provide Canadians with poor testing methods and operates on the belief that the disease is rare in this country. That's the root problem in fighting Lyme disease in Canada according to Magnotta Winery Corporation and the Canadian Lyme Disease Foundation (CanLyme) who have teamed up to challenge the government's stance on this complex illness with a series of radio ads launching this month, the first of their kind in Canada.

From May until Labour Day, radio stations across Canada will be broadcasting three ads that focus on the reality Canadians are faced with if they are inflicted with Lyme, how prevalent the disease really is in Canada and the other illnesses and diseases it commonly gets mistaken for.

"In this country, if a family member contracts Lyme, you could be bounced from specialist to specialist and still the disease remains undiagnosed," says Rossana Magnotta, CEO and President of Magnotta Winery Corporation. "Then, there's the ultimate insult. With little recourse, you journey with a sick loved one to a U.S. facility where Lyme is quickly diagnosed and you learn the devastating news that, by now, the damage is irreversible, if not fatal. My family and I have learned first hand the difficulties Canadians face in receiving an immediate, accurate diagnosis and ongoing care. Sadly, I am also inundated with calls from across Canada from people who are frightened and just beginning their frustrating struggle to find answers and proper treatment for their loved ones."

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One of the top ten misdiagnosed diseases in the world which is now affecting millions of people, Lyme disease is a bacterial infection caused by the bite of an infected tick that causes flu-like symptoms in the beginning. When properly diagnosed and treated early, Lyme disease is curable. However, when misdiagnosed, Lyme becomes debilitating, chronic and sometimes irreversible, even fatal. This multi-organ infection can attack a person's heart, brain, bones, muscles, digestive system, skin, eyesight, hearing and more. It can cause symptoms that mimic other diseases resulting in a misdiagnosis. Lyme has been found in all Canadian provinces and, with global warming, will only continue to spread.

The silence in Canada about this disease is deafening says Magnotta. "The Center for Disease Control in the U.S. estimates that in 2007 more than 200,000 Americans contracted Lyme. If you were to ask Health Canada, however, the statistics would be quite different – only 50 cases yearly, they claim, in Canada – a farce of a number that reflects the poor understanding, inaccurate testing and misdiagnosis that goes on here."

Jim Wilson, president of CanLyme, says the information the Canadian government is providing to doctors and the public is completely inadequate and CanLyme's new Canada-wide radio campaign is the best way to get the real word out. "Canadians have a right to protect themselves and their families. Our objective is to give everyone the real facts about Lyme disease that they won't hear from their government. At the end of the day, if our ads make Canadians curious to find out more about Lyme, our campaign will have fulfilled its purpose."

Magnotta agrees that spreading awareness is the key to changing how things are done in Canada. "The Canadian government still believes Lyme is rare in Canada so not much is written about it here. But go to Oprah's online community thread on Lyme disease and read what victims of Lyme are saying about their feelings of helplessness. See the chilling documentary "Under Our Skin" that tells the untold story of Lyme disease through the personal tragedies of those inflicted with Lyme. At the very least, just Google 'chronic Lyme disease' and you will open your eyes to something that you really need to know about."

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About Magnotta Winery Corporation

Magnotta Winery Corporation, established in 1990, is one of Canada's leading wine producers and retailers with seven locations in Ontario. Magnotta is a Platinum Member of Canada's 50 Best Managed Companies and Canada's most award winning winery with over 3,000 awards for product excellence. Magnotta is the only company of its kind in Ontario licensed to produce and sell wine, beer and distilled products.

About the Canadian Lyme Disease Foundation

Established in 2003, the Canadian Lyme Disease Foundation (CanLyme) is a federally registered charitable organization dedicated to advancing Lyme research, education, screening, diagnosis and treatment in Canada. A major goal for the foundation is to build Canada's first Lyme disease research and testing facility.

Contact Information

Rossana Magnotta, CEO and President
Magnotta Winery Corporation, 271 Chrislea Rd., Vaughan, ON, L4L 8N6
Tel: 905-738-9463 Toll free: 1-800-461-9463
Fax: 905-738-5551
E-mail: mailbox@magnotta.com
Web site: www.magnotta.com

Jim Wilson, President
Canadian Lyme Disease Foundation
2495 Reece Rd., Westbank, BC, V4T 1N1
Tel: 250-768-0978
Fax: 250-768-0946
E-mail: jimwilson@telus.net
Web site: www.canlyme.com

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