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**MEMORANDUM**

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**TO:** LYNN COOPER, CANADIAN PAIN COALITION  
ELLEN MARACLE-BENTON , PAINEXPLAINED.CA  
**FROM:** ROB MCEWAN, KYLA THOMS ARGYLE COMMUNICATIONS  
**SUBJECT:** PENNIES FOR PAIN MEDIA COVERAGE REPORT  
**DATE:** THURSDAY, OCTOBER 1, 2009

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Dear Lynn and Ellen,

We're pleased to provide you with a coverage report that reflects our media relations efforts surrounding the Pennies for Pain media outreach campaign.

Overall, the earned media coverage we've been able to secure is extremely positive in tone. All articles include the relevant event information and effectively communicate the key message about the need to raise awareness of pain issues in Canada. The CKGL-AM interview, in particular, includes key messages directly from Lynn Cooper.

To date, we have succeeded in generating an audience reach of more than **763,800** media impressions from online outlets including:

- CKGL-AM (570 News)
- CKGL-AM (570 News.com)
- BlogTO.com
- Brampton Guardian.com
- City TV.com
- Inside Toronto.com
- Kitchener Record.com
- Orangeville Banner.com

We will provide any updates on additional coverage as it becomes available. If you have any comments or questions, please do not hesitate to contact me.

Sincerely,

Rob McEwan  
Vice President  
Argyle Communications



September, 2009

Total Unique Viewers: 84,928

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**ARGYLE**  
COMMUNICATIONS

### **Pennies for Pain - Walk for Pain**

- Date: September 27, 2009
- Location: Nathan Phillips Square
- Website: [canadianpaincoalition.ca](http://canadianpaincoalition.ca)

Description:

**Walk for Pain**, a 5K, full or half run/walk marathon (in conjunction with the Scotiabank Toronto Waterfront Marathon) is raising money for the Canadian Pain Coalition to help the 6 million Canadians who live with pain on a daily basis and to create awareness of pain issues.



September, 2009  
Total Unique Viewers: 200,000



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### **Pennies for Pain - Walk for Pain**

Organization: Canadian Pain Coalition

Event Date: 2009-09-27

Start Time: 07:30

Contact: Kristina

Website

Address: Nathan Phillips Square

Who: **Pennies for Pain**, a national fundraising campaign organized and led by the Canadian Pain Coalition

What: Pennies for Pain - Walk for Pain, a 5K, full or half run/walk marathon (in conjunction with the Scotiabank Toronto Waterfront Marathon)

Why: Raise money for the Canadian Pain Coalition to help the 6 million Canadians who live with pain on a daily basis and to create awareness of pain issues



September, 2009  
Total Unique Viewers: 224,320

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### **Pennies for Pain - Walk for Pain**

Sunday, September 27, 2009 @ 07:30:00 - 02:00:00

Description: **Pennies for Pain**, a national fundraising campaign organized and led by the Canadian Pain Coalition, will be holding its first Walk for Pain event. This is a 5K, full or half run/walk marathon in conjunction with the Scotiabank Toronto Waterfront Marathon. Proceeds will help the 6 million Canadians who live with pain on a daily basis and create awareness of pain issues.

Venue: City Hall ([map](#))

Website: <http://www.canadianpaincoalition.ca/>

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**Event Information: Pennies for Pain - Walk for Pain**

Name: **Pennies for Pain** - Walk for Pain

Headline: A national fundraising campaign organized and led by the Canadian Pain Coalition

Start time: Sunday, September 27, 2009 - 7:30AM

End time: Sunday, September 27, 2009 - 12:30PM

Type: Sports & Recreation > Runs > Community Runs

Community > Fundraisers > Run

Audience: All Ages

Price: \$ 40

Description: Walk for Pain, a 5K, full or half run/walk marathon (in conjunction with the Scotiabank Toronto Waterfront Marathon) is raising money for the Canadian Pain Coalition to help the 6 million Canadians who live with pain on a daily basis and to create awareness of pain issues.

Participant registration fee is required, with prices ranging from \$40-\$100, depending on type of race chosen. Please visit <http://www.torontowaterfrontmarathon.com/en/register.htm> for more information.

**Pennies for Pain**

Sunday, September 27

Toronto

5K walk; full or half run/walk marathon in conjunction with Scotiabank Toronto Waterfront Marathon; raising funds and creating awareness for Canadian Pain Coalition; 7:30 p.m., 1-416-968-7311, ext. 234, City Hall, Nathan Phillips Square, Toronto.

## **Pennies for Pain - Walk for Pain**

Organization: Canadian Pain Coalition

Event Date: 2009-09-27

Start Time: 07:30

Contact: Kristina

Website

Address: Nathan Phillips Square

Who: **Pennies for Pain**, a national fundraising campaign organized and led by the Canadian Pain Coalition

What: Pennies for Pain - Walk for Pain, a 5K, full or half run/walk marathon (in conjunction with the Scotiabank Toronto Waterfront Marathon)

Why: Raise money for the Canadian Pain Coalition to help the 6 million Canadians who live with pain on a daily basis and to create awareness of pain issues



September 27th, 2009  
Total Unique Viewers: 23,000

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### **People partake in Pennies for Pain**

Most people associate marathons with pain.

Here's another reason to make the connection; a group of twenty-two will be participating in today's Toronto Waterfront Marathon as part of the Canadian Pain Coalition's "Pennies for Pain" campaign.

Local community pain advocate and President of the Coalition, Lynn Cooper tells 570 News the funding for pain research in Canada is not enough.

Six (n)million Canadians live with chronic pain.

For more information about the CPC and the Pennies for Pain campaign visit their website at [canadianpaincoalition.ca](http://canadianpaincoalition.ca)



September 27th, 2009  
Total Audience: 3,400



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**CKGL-AM Kitchener, 27 Sep 2009, 07:39AM, Length: 00:00:42**

Anchor/Reporters: Lindsey Danstoud

TORONTO: THE CANADIAN PAIN COALITIONs PENNIES FOR PAIN CAMPAIGN WILL BE SHOWCASED DURING TODAYs SCOTIABANK TORONTO WATERFRONT MARATHON. "LYNN COOPER", PRESIDENT, CANADIAN PAIN COALITION.