

Press Release
For immediate release

How to fight the flu in 3 clicks!

Vaccines411.ca believes that knowledge and prevention are valuable assets, especially with the imminent flu and travel seasons.

Montreal, October 22, 2015 – According to Health Canada, 10-20% of Canadians will get the flu this year. And the Canadian Tourism Research Institute estimates that 45% of Canadians will travel this coming fall and winter to escape the cold. Vaccines411.ca believes that the most valuable assets when facing the flu and travel seasons ahead are knowledge and prevention.

Immunization has been in the media spotlight more and more, leaving Canadians with a growing number of questions regarding their health and the health of their loved ones, especially as the flu and travel seasons at our doorstep.

Vaccines411.ca prepares Canadians by offering newly updated resources and easy access to **over 5,300 vaccination clinics in just 3 clicks** no matter their device.

Vaccines411 also shares the latest news stories on immunization. Our home page offers: information about new vaccines available in Canada; vaccine research; changes in government programs or local outbreaks and concerns.

“Our dedicated team of specialists has combed the web and compiled a collection of credible resources that will help answer the questions on many Canadians’ minds such as, **What are my health risks when travelling abroad?**, **Do I have a cold or the flu?** and **Where can I go to get my shots?**” says Francisca Roel, founder and architect of Vaccines411.ca. “We are really pleased with the growing number of Canadians who turn to Vaccines411 to find a vaccination clinic and who want to learn more about immunizations.”

Vaccines411.ca now offers a better tool with its **newest edition**, which was released on September 11, 2015, to better meet the needs of evolving technologies and to enhance user experience.

Vaccines411.ca also recognizes that staying healthy requires rejuvenation and a dose of vitamin D. So, for a limited time, visitors to Vaccines411.ca can enter the **Escape to the Sun** contest for a chance to win an all-inclusive vacation getaway for 2 to Punta Cana in the Dominican Republic, courtesy of Transat Holidays and the Majestic Colonial Resort.

About Vaccines411.ca

Developed and managed by FR@SNM, Vaccines411.ca is an online vaccination clinic locator that also includes reliable immunization resources so Canadians can easily find the vaccination resources they need. The website was officially launched in May 2011. This free online service was created to facilitate the process of vaccination for the many Canadians who do not know where to turn for this kind of information. The information provided on Vaccines411.ca is designed to complement, not replace, relationships between patients and healthcare professionals.

About FR@SNM

FR@SNM is a Canadian web agency (www.frsnm.com) that specializes in developing web-based applications and online communications for the healthcare industry. As web consultants to the healthcare industry since 1998, FR@SNM's mission is to help its clients achieve their objectives with smarter web-based technologies that maximise return on investment.

– 30 –

For more information:
Krystal Moraitis
FR@SNM General Manager
514-696-9991
krystal@frsnm.com