



The foundation
of kidney care.

BestLifeRewarded® and The Kidney Foundation of Canada Announce Collaboration to Promote Awareness of Kidney Disease

TORONTO, ONT. (March 8, 2012) -- BestLifeRewarded® and The Kidney Foundation of Canada are pleased to announce their collaboration to raise awareness of kidney disease and what can be done to improve both early detection and prevention.

The Kidney Foundation of Canada is the national volunteer organization committed to reducing the burden of kidney disease through funding and stimulating innovative research; providing education and support; promoting access to high quality health care and increasing public awareness and commitment to advancing kidney health and organ donation. Since its creation in 1964, The Kidney Foundation has helped people living with kidney disease throughout Canada and invested over \$100 million dollars in kidney-related research and programs.

“We are pleased to partner with BestLifeRewarded to offer incentives to Canadians for learning about kidney disease and for taking control of their health,” said Nadine Valk, National Director of Programs and Public Policy of The Kidney Foundation of Canada. “March is Kidney Health Month in Canada and the ideal time to remind individuals of how they can actively participate in managing their kidney health. BestLifeRewarded.com will support our efforts to drive up awareness of these important issues.”

Free to all Canadians, BestLifeRewarded is the first of its kind health loyalty program offering healthy incentives for people for learning about and tracking healthy behaviours. BestLifeRewarded is a hub of credible health information in partnership with many national not for profit groups and coordinating Canadian health information in a way that is meaningful for the user.

“People at risk of suffering from chronic kidney disease need education and tools to support them in their everyday life,” said Susanne Cookson, co-founder of Cookson James Loyalty Inc. “BestLifeRewarded organizes information into manageable steps, using motivational language that is easy to implement approach for its users.”

Visit www.kidney.ca or www.BestLifeRewarded.com today to learn more about kidney disease, complete risk assessments and earn healthy rewards for a healthier you.

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