



MEDIA RELEASE
For immediate release

March is Kidney Health Month: Are You at Risk for Kidney Disease?

Take 10 Minutes to Find Out

March 13, 2014 – Montreal, Quebec – This March, Kidney Health Month, The Kidney Foundation of Canada is launching a free Online Risk Assessment tool for kidney disease at www.kidney.ca/risk and a new public service announcement (PSA) to help raise awareness. The PSA features Rush guitarist, Alex Lifeson, whose family has suffered from conditions that cause kidney disease.

1 in 10 Canadians has Kidney Disease

“During the Kidney Foundation’s 50th anniversary year, we’re taking extra steps to empower individuals to actively engage in their kidney health care,” says Paul Shay, the charity’s National Executive Director. “Thanks to celebrity spokesperson Alex Lifeson’s participation in a new public service announcement, we are able to help raise awareness of the risk factors for kidney disease. Canadians will also have a health information e-tool at their fingertips and a printed risk assessment they can share with their healthcare provider – crucial resources for their kidney health management.”

In many cases, kidney disease can be prevented or managed and kidney failure avoided. When kidney disease is inevitable, as is the case with some genetic forms, finding out early can make the difference between life and death.

Take 10 Minutes: Know Your Risk for Kidney Disease

“My father and grandfather both had kidney disease,” says Susan McKenzie, The Kidney Foundation’s Senior Director of Development who received a kidney transplant from her sister-in-law Marian Reich. “But it was only when a doctor told me my kidneys were failing and I needed to find someone to be a living donor that it registered for me that I could lose my life.” After a long period of regular monitoring by a kidney specialist, Susan’s creatinine (waste product from muscle activity) level suddenly spiked, and she experienced a crash start in dialysis before testing of a living donor was completed. She knows the benefits of being well-informed early.

“The Kidney Foundation’s Online Risk Assessment tool can help each and every person know their level of risk for kidney disease,” says Susan. “Why not take 10 minutes to find out your risk level? It can be the springboard to a health action plan with your care provider.”

The Kidney Foundation of Canada’s Online Risk Assessment for Kidney Disease was made possible through support from CN. The “Risk” Public Service Announcement was made possible through Alex Lifeson’s generous donation of time, and with the support of the Nova Scotia Department of Health and Wellness and its Renal Program.

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