



*Touching Lives Since 1897
Au coeur de la vie depuis 1897*

NEWS RELEASE

RENOWNED AUTHOR ROSE REISMAN & VON CANADA FOUNDATION PARTNER ON WELLNESS AND FUNDRAISING INITIATIVE

For immediate release

OTTAWA, September 26, 2006 - Rose Reisman, one of Canada's leading authorities on the art of eating and living well is putting the weight of her name behind one of Canada's leading home and community care organizations with the launch of her latest book, *The Balance of Living Well*.

"As a community based not for profit, charitable organization with its own wellness programs that cover everything from breakfast programs for children to travel immunizations for adults, VON is dedicated to improving the health and social well being of Canadians across the country. The partnership between VON Canada Foundation and Rose Reisman is a perfect fit," said Don Storch, Chair of the VON Canada Foundation.

In the "Balance of Living Well", readers are encouraged to achieve total harmony in life by balancing the six key areas of living: fitness, food, family, friends, fashion and finance.

"I am thrilled to be working with VON; an organization that helps improve one's health," said Rose Reisman. "Through their home care and community programs such as Meal on Wheels, Volunteer visiting and healthy breakfast programs for children in schools together we are working to prevent disease."

Beginning today, VON branches across the country will have the opportunity to sell the book in advance of it being available in bookstores. Proceeds from the sale of books sold in VON branches will go directly to the branch that sold the book. All online orders or other orders will support VON Canada Foundation programs such as providing seed funding to

VON branches to start up new initiatives in Canadian communities. To encourage some friendly competition among branches, the branch that sells the most books will be rewarded with a catered lunch by Rose.

The VON Canada Foundation raises funds through charitable donations to support education, research, and program development initiatives for VON throughout the country. In some cases, funds raised through this event will support local charitable programs, such as Meals on Wheels, Volunteer Visiting, programs for caregivers and more than 50 different services designed to meet the health and social needs of Canadians.

VON is a national health organization and registered charity offering a wide range of community health care solutions that meet the needs of Canadians from coast to coast. VON is committed to continuous quality improvement and has earned Canadian Council of Health Services accreditation.

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