



CAROLINE PHANEUF COMMUNICATIONS

MUSCO ANNOUNCEMENT, JUNE 5, 2019



MUSCO

MUSCO is a partnership between CHU Sainte-Justine and its Marie Enfant Rehabilitation Center, the Montreal Children's Hospital and Shriners Hospitals for Children – Canada thanks to a generous donation from the Mirella & Lino Saputo Foundation. It is the largest collaborative project of its kind in Canada, helping children living with musculoskeletal disorders.

Caroline Phaneuf Communications was hired to do media relations for the announcement of this great initiative. Here are the results.

MEDIA COVERAGE

The Montreal Gazette (print), June 5, 2019 (online), June 6, 2019 (coverage in print paper including on front page (see photos below)

<https://montrealgazette.com/news/local-news/montreal-four-pediatric-hospitals-form-groundbreaking-partnership>

CTV News (TV), Montreal, June 5, 2019

<https://montreal.ctvnews.ca/10m-saputo-donation-aims-to-help-kids-with-musculoskeletal-disorders-1.4453403>

Global News (TV), Montreal, June 5, 2019

<https://globalnews.ca/news/5357226/montreal-pediatric-centres-children-musculoskeletal-disorders/>

City News (TV), Montreal, June 5, 2019

<https://montreal.citynews.ca/video/2019/06/05/pediatric-institutions-come-together/>

Radio-Canada news (TV), June 5, 2019

<https://ici.radio-canada.ca/nouvelle/1173952/don-10-millions-dollars-fondation-saputo-enfants-trouble-musculosquelettiques>

TVA Nouvelles (TV), June 5, 2019, live at 1pm and evening newscast

<https://www.tvanouvelles.ca/2019/06/05/un-don-de-10-millions--pour-les-enfants-handicapes>

La Presse (print), June 5, 2019

<https://www.lapresse.ca/actualites/sante/201906/05/01-5228904-alliance-inedite-en-pediatrie.php>

Journal de Montréal (print), June 5, 2019

<https://www.journaldemontreal.com/2019/06/05/un-don-de-10-millions--pour-les-enfants-handicapes-1>

Journal de Montréal (print), June 5, 2019, Tout partout en ville (Rodger Brulotte)

<https://www.journaldemontreal.com/2019/06/05/la-fondation-mirella--lino-saputo-fait-un-don-de-10-millions>

Panoram Italia (magazine), August/September 2019, p. 60

Yahoo! Finance

<https://finance.yahoo.com/news/montreal-four-leading-pediatric-institutions-174805594.html>

Other – Full Placements of Press Release

Media	Potential Reach
abc6.com	4,113
abc-7.com	3,183
doublet973.com	515

erienewsnow.com	24,164
FinancialBuzz	506
fox21delmarva.com	174
fox34.com	2,493
Frankly	846
kake.com	38,235
kasa.com	587
kitv.com	25,086
ktvn.com	20,679
kuam.com	8,745
lubbockcw.com	109
magic1065.com	379
mylubbocktv.com	177
oldies977lubbock.com	72
rfdtv.com	4,226
telemundolubbock.com	188
tulsacw.com	278
valleyscw.com	77
WBOC-TV CBS-16	23,427
weny.com	10,401
WFMJ-TV NBC-21	23,687
wicz.com	6,946
wrcbtv.com	33,200

wsiltv.com	13,621
WVIR-TV NBC-29	17,624

Other - Links to Press Release

Title	Source	Link	Potential Reach
Google	Google Blog Search		2,035,672,149
Montreal Informer on Twitter: "Montreal's Four Leading Pediatric Institutions Begin Largest Collaboration in Canadian History to Help Children with Musculoskeletal Disorders - GlobeNewswire https://t.co/yu1fDPSyzn"	Twitter		130,099,910
SPI News on Twitter: "Montreal's Four Leading Pediatric Institutions Begin Largest Collaboration in Canadian History to Help Children with Musculoskeletal Disorders https://t.co/U2t5EP8fMB"	Twitter		130,099,910
Les quatre principaux établissements pédiatriques montréalais annoncent la - Bing	Bing		43,031,796
Montreal's Four Leading Pediatric Institutions	Bing News		43,031,796

Title	Source	Link	Potential Reach
Begin Largest Collaboration - Bing News			
Montreal's Four Leading Pediatric Institutions Begin Largest Collaboration - Bing	Microsoft Bing		43,031,796
Montreal's Four Leading Pediatric Institutions Begin Largest Collaboration - AOL Search Results	AOL Search		7,509,068
MarketWatch.com Search	Marketwatch		1,960,718
Montreal's Four Leading Pediatric Institutions Begin Largest Collaboration - WN.COM photos and news search	World News Network Search		173,576
Montreal's Four Leading Pediatric Institutions Begin Largest Collaboration - Volltextsuche wallstreet:online	wallstreet-online.de		154,859
Search Index	Nasdaq GlobeNewswire		85,481
Search Index	Nasdaq GlobeNewswire		85,481
Montreal's Four Leading Pediatric Institutions Begin Largest Collaboration in Canadian History to Help	KOTV-TV CBS-6		63,402

Title	Source	Link	Potential Reach
Children with Musculoskeletal Disorders - News On 6			
Montreal's Four Leading Pediatric Institutions Begin Largest Collaboration in Canadian History to Help Children with Musculoskeletal Disorders - News 9	news9.com		55,001
Rechercher Le Revenu	lerevenu.com		51,704
Press Releases - Digital Journal	Digital Journal		42,381
Montreal's Four Leading Pediatric Institutions Begin Largest Collaboration in Canadian History to Help Children with Musculoskeletal Disorders - NBC2 News	nbc-2.com		40,069
Montreal's Four Leading Pediatric Institutions Begin Largest Collaboration in Canadian History to Help Children with Musculoskeletal Disorders - KLKN-TV: News, Weather and Sports for Lincoln, NE; KLKNTV.com	KLKN-TV ABC-8		18,807

Title	Source	Link	Potential Reach
Breaking News, Business, Financial and Economic News, World News from EconoTimes	Econo Times		15,339
Autism Press Releases by globenewswire - Autism News Today - EIN News	Autism News Today		8,215
LIVE Globenewswire News One News Page	onenewspage.com		7,949
COMMUNIQUÉS West-GlobeNewswire santé log	santelog.com		6,339
COMMUNIQUÉS West-GlobeNewswire santé log	santelog.com		6,339
Globe Newswire News Releases Canadian Insider	Canadian Insider		5,424
Montreal's Four Leading Pediatric Institutions Begin Largest Collaboration in Canadian History to Help Children with Musculoskeletal Disorders - Talk Radio 1170: Where Tulsa Comes to Talk	1170kfaq.com		3,717
Site Bankers Online	BankersOnline		3,415
Montreal's Four Leading Pediatric Institutions	snntv.com		2,356

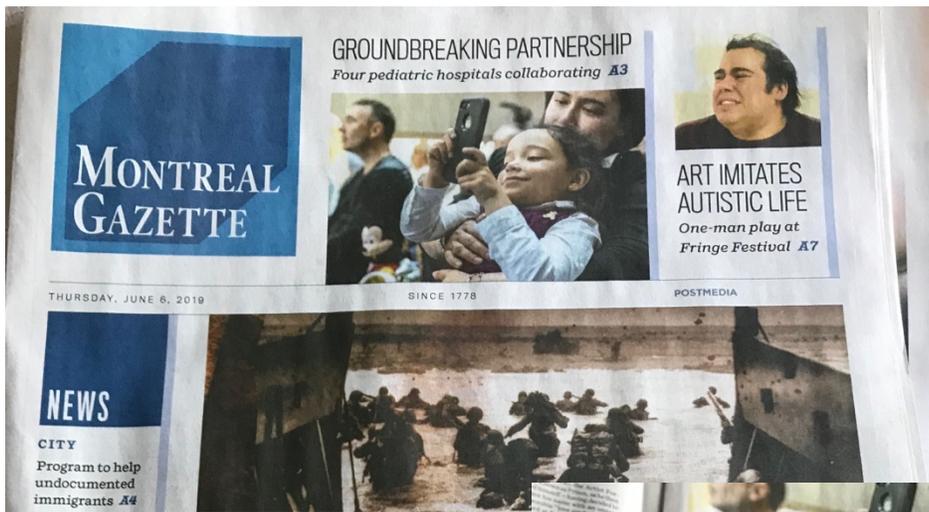
Title	Source	Link	Potential Reach
Begin Largest Collaboration in Canadian History to Help Children with Musculoskeletal Disorders - Suncoast News and Weather Sarasota Manatee & Charlotte			
Overall Search EPICOS	Epicos		1,406
PM360 – The Essential Resource for Pharma Marketers	PM360		847
Montreal's Four Leading Pediatric Institutions Begin Largest Collaboration in Canadian History to Help Children with Musculoskeletal Disorders - CENTRAL - NEWS CHANNEL NEBRASKA	Frankly		846
Montreal's Four Leading Pediatric Institutions Begin Largest Collaboration in Canadian History to Help Children with Musculoskeletal Disorders - 98.5 KVOO - Tulsas Country	Frankly		846
Montreal's Four Leading Pediatric Institutions Begin Largest	Frankly		846

Title	Source	Link	Potential Reach
Collaboration in Canadian History to Help Children with Musculoskeletal Disorders - NGW Demo			
Netfonds -- Nyheder	netfonds.dk		639
Montreal's Four Leading Pediatric Institutions Begin Largest Collaboration in Canadian History to Help Children with Musculoskeletal Disorders - 106.9 KHITS - Tulsa's #1 Hit Music Station	khits.com		633
LIVE Globenewswire News One News Page [United Kingdom]	onenewspage.co.uk		614
LIVE Globenewswire News newsR	newsr.in		523
Search - Construction Today	Construction Today		345
Montreal's Four Leading Pediatric Institutions Begin Largest Collaboration in Canadian History to Help Children with Musculoskeletal Disorders - Big Country 99.5 - Country's Biggest Legends	bigcountry995.com		303

Title	Source	Link	Potential Reach
Montreal's Four Leading Pediatric Institutions Begin Largest Collaboration in Canadian History to Help Children with Musculoskeletal Disorders - 92.9 The Drive - Tulsa's Classic Hits	929thedrive.com		282
World News from SPi for Wednesday 5th June 2019	sectorpublishingintelligence.co.uk		233
Montreal's Four Leading Pediatric Institutions Begin Largest Collaboration in Canadian History to Help Children with Musculoskeletal Disorders - YesFM	1077yesfm.com		207
Montreal's Four Leading Pediatric Institutions Begin Largest Collaboration in Canadian History to Help Children with Musculoskeletal Disorders - 93.7 The Eagle	937theeagle.com		200
LIVE Globenewswire News One News Page [Australia]	OneNewsPage.com.au		184
Montreal's Four Leading Pediatric Institutions	1007thescore.com		100

Title	Source	Link	Potential Reach
Begin Largest Collaboration in Canadian History to Help Children with Musculoskeletal Disorders - 1007 The Score			
Montreal's Four Leading Pediatric Institutions Begin Largest Collaboration	iraqnewsgazette.com		70
Montreal's Four Leading Pediatric Institutions Begin Largest Collaboration in Canadian History to Help Children with Musculoskeletal Disorders - KFOL	htv10.tv		53
Site Electronic Component News	Medical Design Technology		40
GlobeNewswire BioMedReports.com	BioMedReports		31
Montreal's Four Leading Pediatric Institutions Begin Largest Collaboration Sudan News Gazette	Sudan News Gazette		2
Montreal's Four Leading Pediatric Institutions Begin Largest Collaboration Saudi Arabia News Gazette	saudiarabianewsgazette.com		-

Title	Source	Link	Potential Reach
Montreal's Four Leading Pediatric Institutions Begin Largest Collaboration Syria News Gazette	syrianewsgazette.com		-



The Montreal Gazette, front page

The Montreal Gazette, A3



Bombardier said Wednesday it is in talks with Mitsubishi over a potential deal for the CRJ program. Production of the CRJ aircraft program was set to end in 2019, and about 700 Bombardier employees are in the region working on the program. www.mtlgazette.com