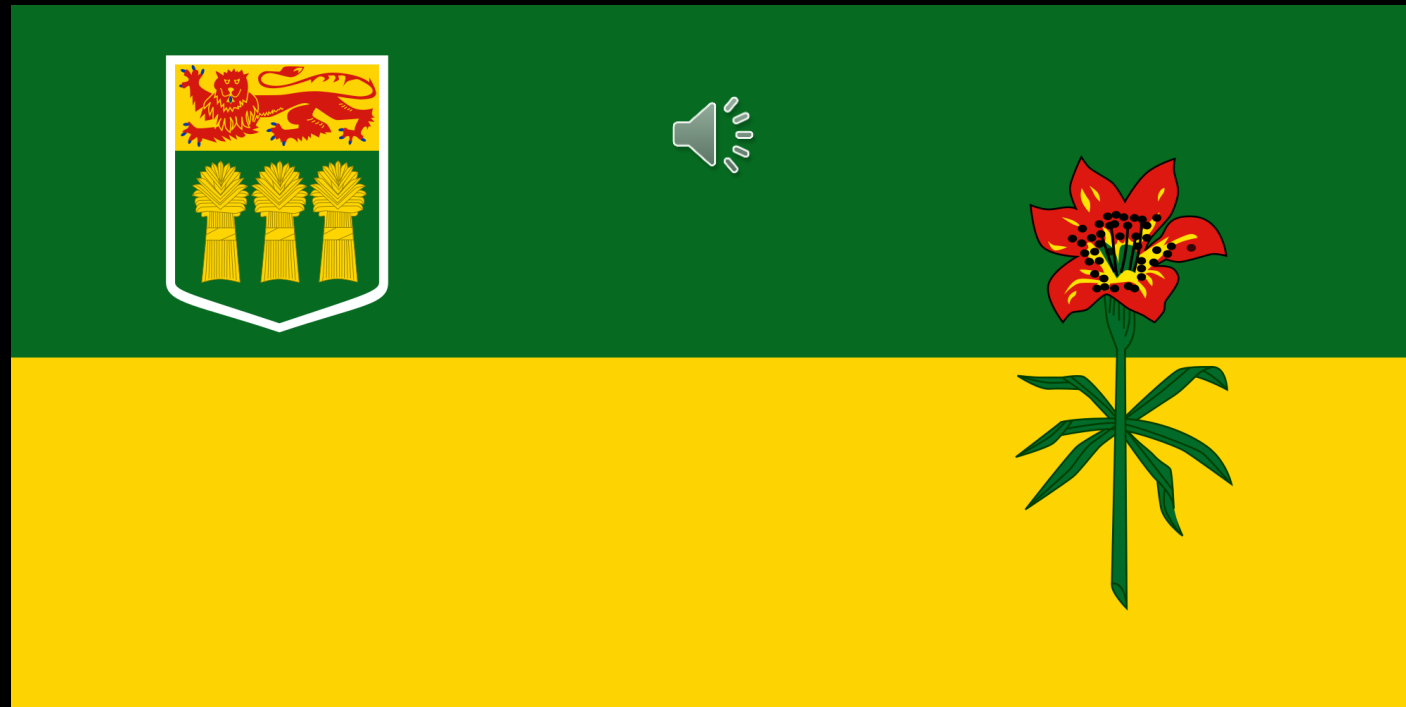


STAND UP AND STRETCH SK STYLE



ROCK IT OUT MB STYLE



TAKE
ACTION ON **RADON**



B R E A T H E
the lung association

KNOW YOUR NUMBER.

**Jill Hubick, Jennifer May, Tod Boss (RadonProz), Andrew Greene,
Adam Bighill**

The “Boss” man had a dream...

LUNCH!?!



December
2018

Winnipeg,
MB

WHY TACKLE RADON?



- **Lung cancer is the #1 cause of death among both men & women.**
- **Lung cancer kills more people than breast, ovarian, colon & prostate cancer combined.**

WHY TACKLE RADON?



380

DEATHS CAUSED BY **CARBON MONOXIDE**
IN CANADA FROM 2000-2009

60%

OF CANADIAN HOUSEHOLDS HAVE
CARBON MONOXIDE DETECTORS

VS

28,800

DEATHS CAUSED BY **RADON**
IN CANADA FROM 2000-2009

6%

OF CANADIAN HOUSEHOLDS
HAVE TESTED FOR **RADON**

WHY DO SK & MB RESIDENTS NEED TO KNOW THEIR NUMBER?



- MB & SK are radon hot spots in Canada.
- In some areas of the prairies, as many as 1 in 4 homes have high radon levels.



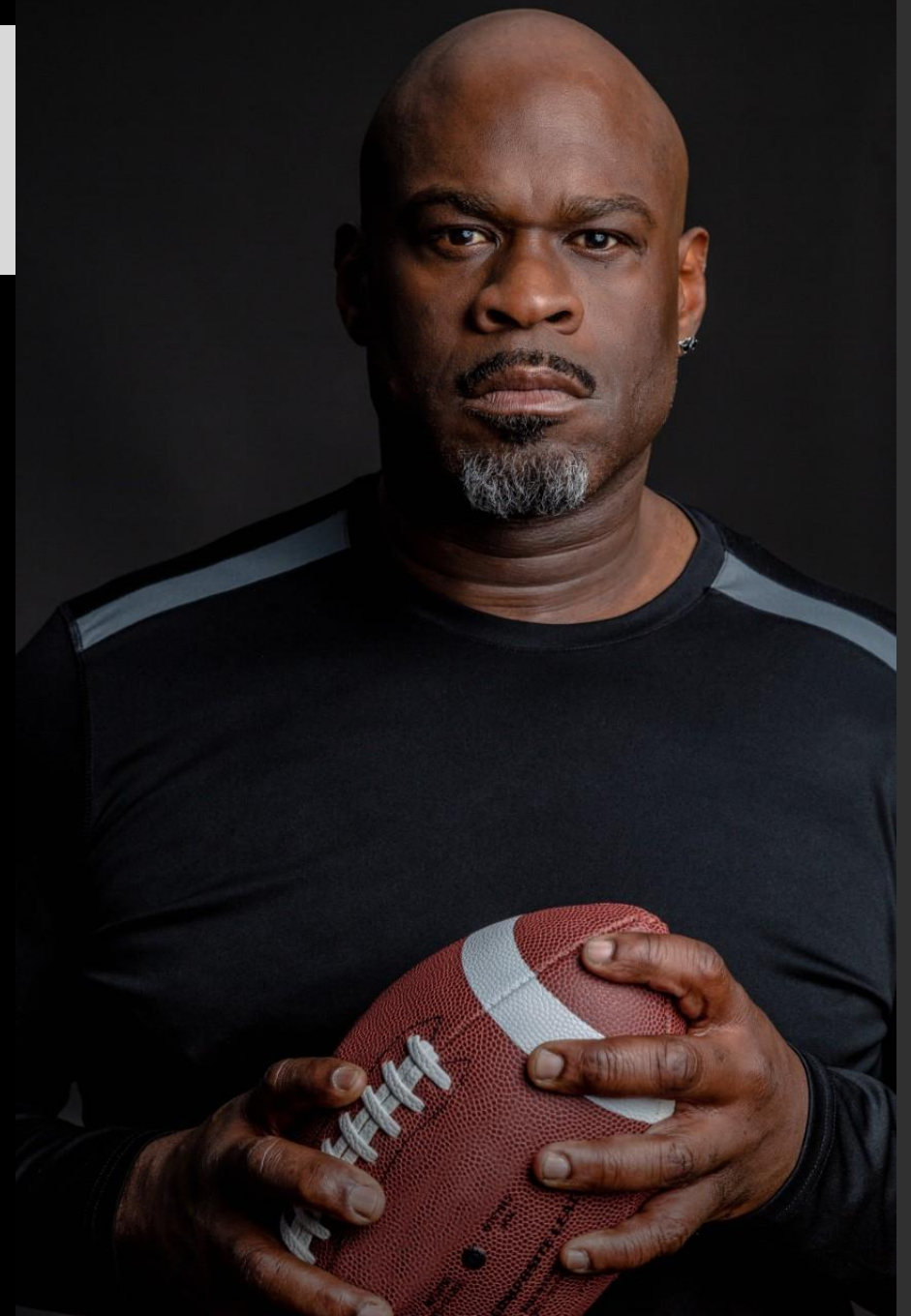
HOW WILL TACKLE RADON BE A GAME CHANGER?



ALL-STARS IMPACT

- **Our Tackle Radon Ambassadors include two well-known & respected athletes.**
- **Their health messaging will resonate with their far reaching fan base resulting in positive change impact.**

ANDREW GREENE, #68
FORMER SK FOOTBALL PLAYER



ADAM BIGHILL, #4
CURRENT MB FOOTBALL PLAYER



UNITED AS ONE TEAM



- It doesn't matter if you wear blue & gold or green & white, when it comes to lung cancer prevention we are all on the same team.



HOW WILL TACKLE RADON BE A GAME CHANGER?



LEAD BY A CREDIBLE COACH

- The Lung Association is the leading organization working to promote lung health, prevent & manage lung disease.

B R E A T H E
the lung association

HOW WILL TACKLE RADON BE A GAME CHANGER?



TEAM WORK

Stakeholders from SK & MB have come together united as one voice to;

1. Education the public about radon.
2. Encourage all residents of both great provinces to test for & reduce radon levels in their homes.



GETTING IN THE GAME



- ✓ **Everyone can invest in their lung health & have some fun too.**
- ✓ **The Lung Association has made testing easy & inexpensive.**
- ✓ **The TACKLE RADON long term test kits are approved by Health Canada.**

THE PLAY CALL



1. VISIT TACKLERADON.CA



THE PLAY CALL



2. SELECT WHICH PROVINCE/AMBASSADOR YOU ARE ROOTING FOR.



THE PLAY CALL



3. PURCHASE A RADON TEST KIT AND IT WILL BE SHIPPED DIRECTLY TO YOU.



THE PLAY CALL



4. REGISTER YOUR RADON TEST ON TACKLERADON.CA



THE PLAY CALL



5. RECEIVE A REMINDER EMAIL

Dear: John,

Thanks for getting in the game & joining our TACKLE RADON TEAM to prevent lung cancer. This is a friendly reminder **it is time to return your radon test kit** for analysis.

A handwritten signature in black ink, appearing to read 'A. Greene'.

Andrew Greene, #68

A handwritten signature in black ink, appearing to read 'Adam Bighill'.

Adam Bighill, #4

THE PLAY CALL



6. YOUR RADON TEST KIT WILL BE ANALYZED BY SRC.

- Accredited by CALA & CNRPP
- Local – Right here in SK!



THE PLAY CALL



**7. YOUR RADON TEST KIT ANALYSIS WILL
BE EMAILED TO YOU.**



THE PLAY CALL



7. IF YOUR RADON TEST RESULTS ARE HIGH, A LIST OF LOCAL CERTIFIED RADON REDUCTION EXPERTS WILL BE PROVIDED FROM THE C-NRPP WEBSITE.



THE PLAY CALL



9. YOU WILL BE ENTERED INTO DRAWS TO **WIN
GREAT PRIZES ALL WHILE MAKING AN
INVESTMENT IN YOUR LUNG HEALTH.**



PLAY BY PLAY - KICK OFF



- **TACKLE RADON** will launch Labour Day weekend - a weekend that holds a traditional football game between SK & MB.



PLAY BY PLAY – THE PLAYBOOK



- The TACKLE RADON ambassadors will have an online & media presences that challenges people to test & reduce radon levels in their homes.
- They will be giving away some FREE radon test kits throughout the campaign.



PLAY BY PLAY – THE PLAYBOOK



- With every test kit purchase, the province/ambassador will gain points on an electronic scoreboard tallying which province/ambassador is leading the way in tackling radon.



PLAY BY PLAY

– WINNERS EVERY QUARTER



- Throughout the campaign the TACKLE RADON Ambassadors will give away autographed prizes to participants through various online & media outlets.



PLAY BY PLAY – THE FINAL PLAY



- The campaign will wrap up the end of Nov. 2019 – the end of football season & Radon Action Month.
- Winners of the larger prizes will be announced along with how many homes were tested for radon in each province.



JOIN OUR TACKLE RADON TEAM



As professional
football players,
our jobs are to protect
our teammates
on the field.



JOIN OUR TACKLE RADON TEAM

We need your help
in protecting
SK & MB residents
from radon.



HOW CAN YOU JOIN THE TEAM?



BECOME A FAN

- This fall help spread the TACKLE RADON word.
- Share our online social media posts.
- Drive people to TackleRadon.ca



HOW CAN YOU JOIN THE TEAM?



BE A GAME CHANGER/SPONSOR

- Receive tons of recognition, online, radio, print & more in SK & MB
- Be recognized by thousands with the ambassador's online fan base
- Prevent Lung Cancer

PICK UP A TACKLE RADON SPONSORSHIP PACKAGE TODAY

GET ON THE ROSTER BY MAY 15, 2019

THANK YOU



- **HEALTH CANADA**
- **TAKE ACTION ON RADON**
- **AMY THORP PHOTOGRAPHY**
- **THE TACKLE RADON TEAM**
- **ADAM BIGHILL, #4**
- **ANDREW GREENE, #68**

