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FOR THE STORK'S ARRIVAL... MONTREAL COMPANY LAUNCHES UNIQUE TEACHING TOOL WITH FIRST QUEBEC MADE VISUAL GUIDE FOR NEW PARENTS

MONTREAL, Dec. 7 /CNW Telbec/ - Because a baby doesn't enter the world with an operating manual, Liandrea Productions, an innovative Montreal company founded by two mothers who are also journalists, has teamed up with a group of experts to help demystify the parenting of newborns.

The result is an educational video entitled Bringing Baby Home, the first in a series of entertaining how-to videos that go through a virtual checklist on the art of becoming a parent. The only Quebec-made, up-to-date visual guide is now on the market, after a two-year gestation period.

According to the OECD, the average hospital stay in Canada after giving birth is a mere two days. Hardly enough time to learn all the various aspects of newborn care! Not to mention the lack of videos on the market that deal with post-partum care.

"While taking prenatal classes for my first baby, I was struck by how poorly produced and outdated the instructional videos were," said Lianne Castelino, the president of Liandrea Productions. "I felt compelled to try to come up with a step-by-step visual guide that would educate and empower parents."

Bringing Baby Home provides a wealth of information, sound advice and demonstrations by experts in pediatric and family medicine. The 71-minute video is designed to minimize the stress that accompanies the arrival of a newborn. This how-to guide for parents, covers more than 120 topics, divided into four separate themes: baby basics, care and feeding; hygiene and sleep, and coping.

"Bringing Baby Home is an ideal complement to pre-natal medical checkups because it contains pertinent information to help parents deal with the many challenges that await them with the arrival of a newborn," says Dr. Denis Leduc, a Montreal pediatrician and the president-elect of the Canadian Pediatric Society, as well as the Medical Advisor to Liandrea Productions. "It is designed to give parents the necessary tools to maximize their infant's health and safety."

The visual guide, produced specifically for new parents, is currently being used as a teaching tool by a number of birthing and medical organizations, CLSCs and hospitals. At the Royal Victoria Hospital in Montreal, the video is shown continually on the screen in the maternity department.

"There is nothing as comprehensive as this on the market right now," says Amélie Chiasson, an obstetrical nurse at the Royal Victoria Hospital. "When a



mother leaves the hospital with her baby, she is basically going into the unknown. Bringing Baby Home explains all the things that are a concern for new parents, because they don't really know what to expect. This takes them through the entire process."

The positive response from professionals in the field has encouraged Liandrea Productions to create the Liandrea Cares Program in support of non-profit organizations dedicated to helping at-risk parents and babies. The program will enable parents and families who might not otherwise have access to the video, to receive this outstanding educational tool free of charge.

"We believe that every baby deserves a good start in life, and that every parent, regardless of his or her circumstances, deserves access to the best parenting advice possible," remarked Andrea Howick, vice-president and co-founder of Liandrea Productions. "We know how overwhelming being a new parent can be, under the best of circumstances. But it can be even more so for single mothers and fathers, young mothers and the economically disadvantaged. It's a daunting challenge."

Current plans are for the Liandrea Cares Program to reach at least one non-profit group or support centre in every province in Canada by the end of 2005. This is in keeping with the company's mission of providing new parents with up-to-date, easy-to-follow reference tools.

Bringing Baby Home is available in VHS and DVD formats, in English and French (Bébé arrive à la maison) online at www.bringingbabyhome.net, as well as in some hospitals and specialty boutiques.

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