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MONTREAL PRODUCTION COMPANY EMPOWERS PARENTS WITH NEW HOW-TO VIDEO SERIES

MOTHERS AND JOURNALISTS, LIANNE CASTELINO AND ANDREA HOWICK, FOUNDED LIANDREA PRODUCTIONS INC. TO ADDRESS NEEDS OF PARENTS, CAREGIVERS AND CHILDCARE SPECIALISTS

Montreal, January 22, 2004 – Parenting is likely the toughest job anyone will ever have. A new Montreal production company aims to take some of the anxiety out of infant care with the launch of its debut video and DVD entitled **Bringing Baby Home**.

Based in Montreal, LIANDREA Productions Inc. was founded in early 2003 by local broadcast journalists Lianne Castelino and Andrea Howick, both mothers with a passion for parenting.

“While taking pre-natal classes for my first baby, I was struck by how poorly-produced and outdated the instructional videos were. I felt compelled to try and come up with a step-by-step visual guide that would educate and empower parents,” says company president Lianne Castelino.

“Bringing Baby Home provides a unique opportunity for parents to get the most comprehensive, up-to-date and practical information available on preparing for and coping with the arrival of their new baby. It is designed to give parents the necessary tools to maximize their infant's health and safety,” says Dr. Denis Leduc, president-elect of the Canadian Pediatric Society, who is the video's medical advisor.

More than 60 minutes of demonstrations and interviews on how to care for a baby from birth to six months, straight from medical and child-care experts at Montreal's major birthing centres: the **Royal Victoria Hospital, Sir Mortimer B. Davis-Jewish General Hospital** and **St. Mary's Hospital Center**.

Breastfeeding, sleeping, colic and coping are just some of the topics covered. The video also features a unique element – car seat installation tips from CAA-Quebec.

“My wife and I sat down to watch the video with a critical eye. I have nothing more to say than ‘Excellent!’ As a prospective new mommy, my wife found it chock-a-block full of pearls,” says Dr. Benjamin Burko, pediatrician, medical director, Tiny Tots Medical Centre, Dollard-des-Ormeaux, Quebec.

Bringing Baby Home is available in English and French, through select hospitals, drug stores and toy stores in Montreal, and online at www.liandreaproductions.com.

For more information: Lianne Castelino 514.220.5604 cell 1-866-483-0045
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FACT SHEET

LIANDREA Productions Inc.

Company Founded: February, 2003
Montreal, Quebec

Founders: Lianne Castelino
Andrea Howick

Medical Advisor: Dr. Denis Leduc
Pediatrician
Assistant Professor of Pediatrics, McGill University Health Centre

Cameraman/Editor: Robert St-Onge

Title: "Bringing Baby Home" or "Bebe arrive a la Maison"

Format: VHS / DVD

Running Time: 71 minutes

Languages: English / French

Filmed at: Royal Victoria Hospital (MUHC)
St. Mary's Hospital Center
Sir Mortimer B. Davis – Jewish General Hospital

Collaborators: Canadian Automobile Association (CAA-Quebec)

Section Themes: 1-Baby Basics
2-Feeding
3-Hygiene & Sleep
4-Coping

Websites: www.liandreaproductions.com
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BIOGRAPHICAL NOTES

LIANNE CASTELINO has been a television journalist for more than a decade, working as a reporter and anchor in news and sports in Montreal.

A native of Toronto, Ms. Castelino, graduated from Ryerson University in 1993 with a Broadcast Journalism degree. She presently works as a sportscaster at CFCF-CTV in Montreal.

Ms. Castelino is the mother of three young children.

It was during her hospital stay following the birth of her first child in 1997 that the idea for LIANDREA Productions Inc. was born.

ANDREA HOWICK started her broadcasting career in Montreal in 1997, upon completing the Graduate Diploma Program in Journalism at Concordia University.

Her professional career began as editor-in-chief of a youth employment quarterly, a reporter for CBC Radio News and a researcher at CFCF-CTV.

Ms. Howick worked as news reporter for CFCF-TV, and then joined Global Television, Montreal as news and health reporter.

In addition to working at Global TV, Ms. Howick also hosts a weekly financial matters program on cable television.

Ms. Howick is the mother of two young boys.

DENIS LEDUC, MD is the President-elect of the Canadian Pediatric Society.

He has been a pediatrician in Montreal for more than 25 years.

In addition to his private practice in Westmount, Quebec, Dr. Leduc is the President-elect of the Canadian Paediatric Society, the Associate-professor of pediatrics at the McGill University Health Centre.

Dr. Leduc is the medical advisor to LIANDREA Productions Inc., ensuring all the information contained in the videos is accurate and up-to-date.