



FOR IMMEDIATE RELEASE

St. Boniface Manitoba,
May 21st, 2020

A DISTINCTLY MANITOBAN EFFORT
TO EMPOWER OUR CHILDREN DURING COVID-19

La Liberté's long history of innovation and community solidarity is being demonstrated once again with the newspaper's very first children's science magazine, **No Mercy for the Coronas!**

Bringing together a world class team of medical researchers, university professors, health literacy educators, and communications and graphic arts professionals, **No Mercy for the Coronas** is a fun, creative tool to help kids and their families understand the scientific realities of the COVID-19 virus and the pandemic.

No Mercy for the Coronas will be delivered free of charge to subscribers of the Winnipeg Free Press and *La Liberté* on May 21, 2020, and will also be available online at la-liberte.ca. Its digital version will also be shared on the networks of our national and international press partners.

For this project, Sophie Gaulin, director and editor-in-chief of *La Liberté*, a newspaper celebrating its 107th anniversary this year, invited Associate Professor Jean-Eric Ghia to co-develop and oversee the scientific content of the magazine. Working with POP Comm communications agency, additional expert local contributors were sought to support the project. Thanks to the invaluable support of St. Boniface Hospital's Albrechtsen Research Centre, most notably its Youth BIOLab Jeunesse, the content was co-developed by health literacy educators who specialize in communicating scientific content to children and teens.

"I was so pleased that St. Boniface Hospital Research was able to contribute to this first-of-its-kind youth science magazine, using the local expertise of our educators from the Youth BIOLab," said Martine Bouchard, President and CEO of St. Boniface Hospital. "The collaborative efforts involved in this project really speak to the sense of community solidarity in the fight against COVID-19 and providing our children with the most accurate information in a format that is easy to understand and share with their families."

St. Boniface Hospital
St. Boniface Hospital
Research

Société Santé
en français

Gouvernement
du Québec

Canada Government

Réseau Compassion
Network

Bioscience Association
Manitoba

Division scolaire
franco-manitobaine

University of Manitoba

Santé en français

Research Manitoba

Louis Riel
School Division

Crohn's and Colitis
Canada

Manitoba Government

Acfas Manitoba

Institut Pasteur
de la Guyane

World Association
of News Publishers

News Media Canada

Association de la
presse francophone

Association de la
presse francophone

Coopérative nationale
de l'information
indépendante





No less than 15 local scientific experts also contributed to this project, from St. Boniface Hospital and its Albrechtsen Research Centre to University of Manitoba and Children's Hospital Research Institute of Manitoba (CHRIM).

"I am delighted to see the research undertaken by UM faculty highlighted in this publication for children," said Digvir Jayas, Vice-President (Research and International) and Distinguished Professor at UM. "Our faculty are at the forefront of the fight against COVID-19, from population health to clinical trials to developing a vaccine to working with Indigenous communities to document the impacts."

– Digvir Jayas, Vice-President (Research and International)
and Distinguished Professor at University of Manitoba

From cover to cover, **No Mercy for the Coronas!** is entirely designed to the benefit of children, since it will also serve as a fundraising tool for the Children's Hospital Foundation of Manitoba.

"Children's Hospital Foundation is proud to support this terrific made-in-Manitoba resource for kids and parents to better understand viruses like COVID-19," said Stefano Grande, President and CEO, Children's Hospital Foundation of Manitoba. "As a parent, I want to help my kids better cope in this time of unparalleled uncertainty. So tools and resources like this that will help ease fears and anxiety about topics like keeping themselves, their friends, their grandparents healthy and safe is invaluable."

– Stefano Grande, President and CEO, Children's Hospital Foundation of Manitoba

The e-magazine will be readable and downloadable in two versions (English and French), for use in homes or in classrooms (either virtual or real) at la-liberte.ca. In short, **No Mercy for the Coronas!** is for all those who wish to offer children a scientifically reliable resource during this global health crisis affecting all ages and all aspects of society.

This project was made possible by the financial support of some 20 partners from Manitoba, Quebec, across Canada and in various parts of the globe.

To support this project and research about the impacts of COVID-19 on kids at CHRIM,
please visit goodbear.ca/covid19.

Hashtags: #MadeinManitoba #EmpowerKidsWithKnowledge #ContinueCaringForKids #Covid19Facts

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LA LIBERTÉ
Depuis 1913

ABOUT LA LIBERTÉ:

Founded in 1913, *La Liberté* is Manitoba's French language newspaper. *La Liberté* is published every Wednesday in print and digital format.



ABOUT POP COMM':

POP Comm
Manitoba's bilingual communications agency
that has ideas out of the box!