



Canadian Hemophilia Society
Help Stop the Bleeding
Société canadienne de l'hémophilie
Arrêtons l'hémorragie

ROMANTIC E-NOVELLA TARGETS YOUNG CANADIAN WOMEN WITH UNDIAGNOSED HEALTH CONDITION

*The Canadian Hemophilia Society Partners with Popular Wattpad Author,
L.D. Crichton, to Launch A Negative E-novella*

TORONTO, Ontario, May 12, 2014 – Today, the Canadian Hemophilia Society (CHS), launches *A Negative*, a Young Adult (YA) romance e-novella on wattpad.com, one of the world's most popular social media platforms.

A Negative tells the story of a young woman, Ashley, who is unknowingly living with von Willebrand disease. It is the first public health information-entertainment tool of its kind; integrating inherited bleeding disorder information, via the heroine, into a harlequin-style story popular with young women.

“The CHS estimates that nine out of ten women with bleeding disorders remain undiagnosed. A correct diagnosis, on average, takes approximately 16 years from the time symptoms first occur, which has a significant impact on quality of life. Engaging young women on this topic is critical, but reaching them can be challenging,” says David Page, CHS National Executive Director.

“Using the romantic novel genre on the Wattpad platform creates a unique opportunity to share a public health message with a young, unsuspecting audience. By injecting it onto a platform they're already on daily, we are able to speak, without doing so directly, to an engaged audience about an important issue,” says Deborah Franz Currie, CHS National Director of Development.

The author of *A Negative*, L.D. Crichton, is one of Wattpad's most popular young writers, with over 30,000 followers and over 5.5 million reads more than 100,000 reads. “Working with L.D. has allowed us to connect with the exact audience we want to reach in a meaningful way,” says Deborah Franz Currie.

A Negative goes live today on wattpad.com, which coincides with the World Federation of Hemophilia 2014 World Congress being held in Melbourne, Australia.

Read *A Negative* on your computer, laptop or any mobile device here: www.wattpad.com/story/16049004-a-negative.

To learn more about inherited bleeding disorders and its signs and symptoms, please visit: www.coderougewomen.ca.

About the Canadian Hemophilia Society

The Canadian Hemophilia Society (CHS) is a national voluntary health charity. Since 1953 it has been committed to improve the health and quality

of life of all people with inherited bleeding disorders and ultimately to find a cure. Its vision is a world free from the pain and suffering of inherited bleeding disorders. Visit the CHS online at www.hemophilia.ca/en.

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