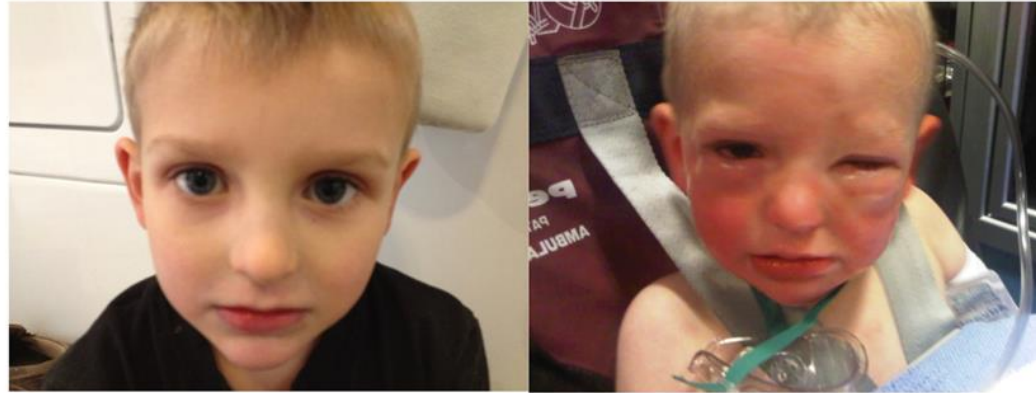


CAI

Canadian Anaphylaxis Initiative

www.cai-allergies.ca



Paul - Before and During an Anaphylactic Reaction

We must always be on 'high alert'.

We are always only one mistake away from a life-threatening medical emergency.

This is Paul. Paul lives with his family in Ottawa. His mom – Lorraine – shares this picture of Paul in an ambulance, on the way to the hospital, having an anaphylactic reaction to a pistachio.

He did not eat the pistachio. He put it in his mouth and spat it out.

The paramedics told Paul's dad they thought they were going to lose him. Luckily Paul recovered well.

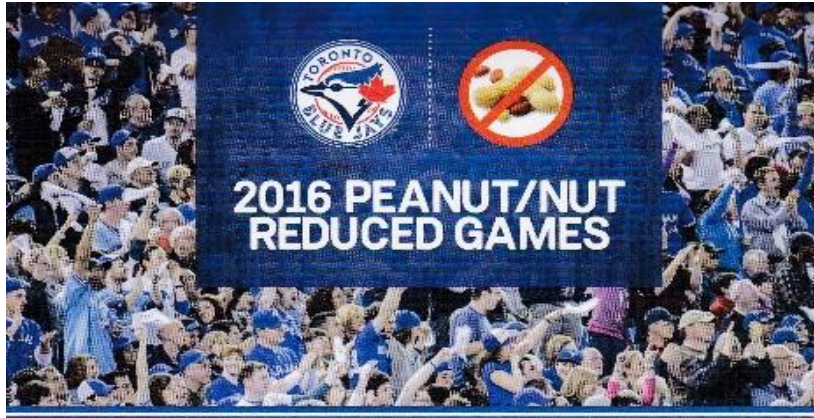
Lorraine says, "Until a few years ago, I privately thought that food allergies were for the overly sensitive.

The picture of Paul in the ambulance is a powerful reminder that food allergies are very real. Anaphylaxis must be taken seriously."

Hundreds of thousands of Canadians have seen their child have an anaphylactic reaction like this or have experienced it themselves.

Any one of us – or our loved ones could develop an anaphylactic allergy at any time.

Everybody knows somebody...



Saturday April 9 vs. Boston
Saturday April 23 vs. Oakland
Sunday April 24 vs. Oakland
Saturday May 7 vs. LA Dodgers
Sunday May 8 vs. LA Dodgers
Saturday May 28 vs. Boston
Saturday June 11 vs. Baltimore
Sunday June 12 vs. Baltimore
Saturday July 2 vs. Cleveland
Saturday July 9 vs. Detroit

Saturday July 23 vs. Seattle
Sunday July 24 vs. Seattle
Saturday July 30 vs. Baltimore
Saturday August 13 vs. Houston
Sunday August 14 vs. Houston
Saturday August 27 vs. Minnesota
Saturday Sept. 10 vs. Boston
Sunday Sept. 11 vs. Boston
Saturday Sept. 24 vs. NY Yankees

SEAT LOCATION: 200 LEVEL OUTFIELD - SECTION 204

ENTRANCE FOR SEATING IN THE PEANUT/NUT REDUCED ZONE WILL BE THROUGH THE JOHN STREET TERRACE OF ROGERS CENTRE™ (BESIDE GATE 1)

To purchase your tickets' contact
Sean.Meyers@bluejays.com or 416-341-1642

*Maximum of six tickets per order. Tickets are reserved for individuals with peanut/nut allergies and their family and friends.

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<https://www.facebook.com/Toronto-Blue-Jays-PeanutNut-Reduced-Zone-2021-1457354637819574>

For those with life-threatening allergies, a sporting event can be a welcome and much-needed distraction. I know, because both of my food-allergic boys love sports. Unfortunately, the ballpark can also be a dangerous and stressful place for people with peanut and nut allergies, specifically. Buy me some peanuts and crackerjacks? No, thanks.

Ten years ago, I started working with the Toronto Argonauts and the Blue Jays to provide safer seating for a select number of games throughout the season. People have come from all over Canada, the US and even the UK, just so their child can experience a ballgame in a safer environment.

This year the **Peanut/Nut Reduced Zone** will be available for 15 games. There are 3 during the month of May – Food Allergy Awareness Month! The zone includes both 204L & 205R, so the section now goes from aisle to aisle.

The Blue Jays have worked hard to make this a special experience for food allergy families.

Good corporate leadership benefits us all.

Blue to the Sky...Orange to the Thigh...Call 911

In the case of an anaphylactic medical emergency – seconds count –

It is important to have epinephrine immediately available to a person having an allergic reaction. Epinephrine relaxes the muscles in the airways so the person can breathe easier and helps to reverse the rapid and dangerous decrease in blood pressure.

Anaphylaxis can present in several body systems as hives, **trouble breathing**, stomach pain, vomiting, a ‘**sense of doom**’, the **throat could constrict** and blood pressure drops - resulting in a loss of consciousness. This could result in death.

There is no way to predict how severe or rapid a reaction will be.

Epinephrine must be injected immediately and the person transported to the hospital for further treatment.

Anaphylaxis is the only medical emergency where you treat first - and then call 911.

Just like the AED, if all you do is call 911, the person could die because seconds count.

✓ Watch 1 minute video of EpiPen demonstration.

<https://www.youtube.com/watch?v=d9acnmzLvMQ>

Anaphylaxis is a serious allergic reaction that can be **life threatening**.

Affecting **35 million** North Americans

Everybody knows someone...

Those with food allergies are always only **1 mistake away** from a *life-threatening medical emergency*.

We can't do it without you!

Let's look at how we can work together to maximize **food choices** for us – and **profits** for you...while demonstrating **inclusive leadership**.

Safety...Inclusion...Revenue...

Thank you...Thank you...Thank you...!

We are truly **#strongertogether**

