



MEDIA ADVISORY

Mobile App Uses Augmented Reality and Bubbles to raise awareness

It's not unusual for kids to spend a summer evening blowing soap bubbles. On Labour Day Monday evening, thousands of Canadians will be doing the virtual version of that favourite past time. Using the [snapd HUB app](#), snapd in partnership with the Canadian Pulmonary Fibrosis Foundation are inviting people from coast to coast to pause at 7pm and blow virtual bubbles for a good cause.

The free mobile app uses augmented reality to help Canadians have a bit of fun while raising awareness about pulmonary fibrosis.

The event kicks off Global Pulmonary Fibrosis Month. Pulmonary fibrosis kills 2,500 Canadians each year, but remains a little-known disease, despite having survival rates lower than many cancers. This chronic and debilitating condition causes irreversible scarring (fibrosis) of the lungs and reduces oxygen flow to the body. As the disease progresses, the scarring typically worsens, making it more challenging to breath. More than 14,300 Canadians currently live with idiopathic pulmonary fibrosis (IPF). This does not include people living with other conditions that lead to PF.

The Canadian Pulmonary Fibrosis Foundation is using the app along with the [CPFF Event Portal](#) to support virtual fundraising and educational events throughout September.

[Additional media information is available here.](#)

About Canadian Pulmonary Fibrosis Foundation

The [Canadian Pulmonary Fibrosis Foundation](#) is a registered Canadian Charitable Foundation established in 2009 to provide hope and support for people affected by pulmonary fibrosis. The organization educates Canadians about the disease, supports patients, families and caregivers and funds research to find treatments and a cure. For more information see CPFF's latest insights report, [Breathless for Change](#).

About snapd Inc.

[snapd Inc.](#) is your connection to your community. snapd is an organization that leverages its technology platforms: snapd HUB, snapd Tix which are supported by its community-based media vehicles including newspapers, digital and social providing design, advertising, public relations, networking and marketing initiatives. Our media vehicles are photographically rich, and free to consumers, showcasing the life, entertainment and overall spirit of each and every community in which we operate. Navigate here for a list of our [snapd locations](#).

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Media Resources

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Campaign Hashtag

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