

**Asthma Society of Canada releases “*AsthmaToday Widget*”**

**Simple desktop tool provides real time, local information for people with asthma and associated allergies**

**Toronto, Ontario - May 4, 2010:** The *AsthmaToday Widget*, a new, interactive virtual tool downloadable at no charge from the Asthma Society of Canada’s website, will help people stay up-to-date on issues surrounding asthma and associated allergies and make informed decisions about their daily activities. The software is easy to download, easy to access and even easier to use.

The *AsthmaToday Widget* gives instant access from a computer or laptop, to the Air Quality Health Index (AQHI), available for a number of Canadian cities, local weather forecast and relative humidity, as well as important updates from the Society on new programs, educational materials, research and advocacy initiatives.

Access to timely environmental and weather information can make a significant difference for people with asthma, since high humidity levels and certain weather conditions can trigger an asthma attack or allergies.

“The potential for this kind of ‘app’ to reach people with asthma and associated allergies is promising” says Christine Hampson, President and CEO of the Asthma Society of Canada. “Conveying information to people through a medium which is highly accessible and delivered directly to them, will empower people to be actively informed on important issues, and adjust their asthma management plans to better control their asthma or allergies.”

It only takes two simple steps to download the *AsthmaToday Widget*, plus the relevant postal code, to access local weather and relative humidity. The widget page is well laid-out, clean and easy to read, even on small screens, and when it is minimized, the Society’s trade-mark blue butterfly logo appears.

“The *AsthmaToday Widget* is an easy way to stay in touch with the Society on pressing issues,” says Debbie Valentini, NAPA Executive Committee member, who has endured asthma all her life. “Because it is updated automatically whenever I access it on my computer, I always have the latest news. It also gives me the information I need to plan my outdoor activities appropriately. This is going to help me live well with my asthma.”

Download the *AsthmaToday Widget* at [www.asthma.ca/widget/](http://www.asthma.ca/widget/) to determine factors and forecasts for increased asthma and allergy severity.

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