



MEDIA BRIEFING: YOU ARE INVITED TO ATTEND

PHILIPS & GRAND CHALLENGES CANADA TO SIGN AGREEMENT TO HELP ADDRESS CHILDHOOD PNEUMONIA DEATHS

You are invited to attend an intimate media event on Tuesday 17th May at 2pm, at the Philips Booth (Bella Center. Exhibit **Hall C3. Booth- 043**) at the Women Deliver Conference.

At this event, Philips and Grand Challenges Canada will sign an agreement to scale Philips Children's Respiration Monitor (also known as ChARM) to improve the diagnosis of childhood pneumonia in low resource countries.

The Philips Children's Automated Respiration Monitor, automatically detects the breathing rate of a child, helping community health workers diagnose fast breathing, a key vital sign in diagnosing pneumonia.

Pneumonia is the leading cause of death among children under the age of five.¹

What: Media Briefing – Philips & Grand Challenges Canada Unique Partnership Announcement

When: Tuesday 17th May at 2pm

Where: Philips Booth (Bella Center. Exhibit **Hall C3. Booth- 043**)

Who: **Dr. Maarten van Herpen**, Head of Philips Africa Innovation Hub and **Peter Singer**, CEO Grand Challenges Canada

Spaces are limited so please RSVP to Carol Donaghy, OneVoice Connect, carol.donaghy@fleishmaneuropa.com

To attend media requests at Women Deliver Conference: Angeles Barrios, Philips angeles.barrios@philips.com, Phone: +34609044257

¹ WHO Fact sheet no.331 <http://www.who.int/mediacentre/factsheets/fs331/en/>