



MEDIA ADVISORY

FOR IMMEDIATE RELEASE
April 6, 2009

BC's Big Opt Out Campaign launches tomorrow ***Campaign will rally British Columbians against threat*** ***to privacy rights under BC Government's new eHealth system***

Vancouver, BC: Despite posing a serious threat to every British Columbian's constitutional right to privacy, the BC Government plans to roll-out its new "eHealth" system of integrated electronic healthcare records. At 10am, April 7, 2009, a group of organizations concerned about medical privacy and patients' rights will launch BC's Big Opt Out campaign to educate British Columbians about the dangers of eHealth. The campaign urges citizens to actively protect their health privacy and guard against eHealth's undermining every British Columbian's fundamental right to patient confidentiality.

Who: BC's Big Opt Out campaign organizers
What: Press conference, with speaker panel
When: 10am, April 7, 2009
Where: 550 – 1188 West Georgia Street

All media and concerned parties are invited to attend.

For more information, please contact:

Adam Reibin
Media and Communications
BC's Big Opt Out
604.893.2209/604.612.022
adamr@bcpwa.org