News Release

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NEW ORGANIZATION TO FOCUS ON RISK REDUCTION AND LEADERSHIP
Canadian athletes join cause to reduce injuries in "extreme sports"

TORONTO, ON -- Olympic downhill skier Brian Stemmle and other Canadian Olympic and professional athlete ambassadors have joined J Smarts, a new organization dedicated to educating and fostering youth leadership and risk mitigation through an experiential learning environment.

Speaking to more than 500 students at Michael Power/St. Joseph High School, a Toronto athletic powerhouse, the organization's new logo and mandate were revealed by Dr. Christopher Mazza, president and CEO of Ornge, Ontario's provider of transport medicine. Ornge has first-hand experience with the medical aftermath of trauma. For example, this year's trauma season (May to September 2007) Ornge transported more than 800 trauma related cases.

"J Smarts will tap into youth culture and extreme sports as a platform to educate youth on risk mitigation. By embracing their culture we hope to provide youth with the tools they need to participate in the sports they love without having to experience the services of our organization," said Mazza. "Fostering leadership and empowering our youth will help them to reduce their risk of injury while they push their physical limits."

Four-time Olympian Brian Stemmle shared his experiences and inspiring story. "A near death experience like mine helps show that it's how we participate in sports that can change our lives," explained Stemmle.

By getting young people to *think it thru,* J Smarts will promote the health, wellness and safety of youth in a program that accepts independence and the need to take risk. "In partnership with Muskoka Woods we will be piloting a program that seeks to engage our young people and provide them with the tools and experiences they need to make their own choices," added Mazza.

J Smarts is developing a day program to be piloted in the summer of 2008 which will include activities such as waterskiing, wakeboarding, ropes, mountain biking, skateboarding and winter survival training. A south central location is being identified and developed.

ABOUT ORNGE
Ornge operates from a number of bases across the province of Ontario and performs more than 18,000 admissions annually. It coordinates all aspects of Ontario's aero medical transport system, the new critical care land transport program, and the authorization of air and land ambulance transfers between hospitals. Ornge is dedicated to the provision of high quality patient care through innovative transport medicine.

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