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[ **APEX SPREADS THE WORD FOR PWB HEALTH** ]

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U.K.-based breast health screening technology provider, **PWB Health Ltd.**, is working with **Apex Public Relations** to support the launch of its new handheld breast self-examinations device called the Breastlight.

**Steve Soden**, managing director of PWB Health, hired Apex as the company's first PR agency of record in Canada in February.

Apex presented its credentials to Soden during the first and only meeting during the RFP, said **Jo Langham**, senior vice-president at the agency.

"We chose Apex because of its past history promoting health-oriented brands and the knowledge the team was able to bring to us regarding the issue of breast awareness in Canada," said Soden, in a release.

The agency developed and implemented a media awareness campaign last May to help launch the device, which aims to help women become more familiar with what is normal for their breasts, while identifying changes over time.

The new device has so far been featured in *Fashion*, *Canadian Living*, *Canadians Family* and *Fit Parent*.

"We are really encouraged by the initial results and look forward to more success in the future," said Soden.

The device is intended for at-home use and is available exclusively in Rexall pharmacies across Canada, except for Quebec, with plans to launch here in the near future, said Langham.

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