

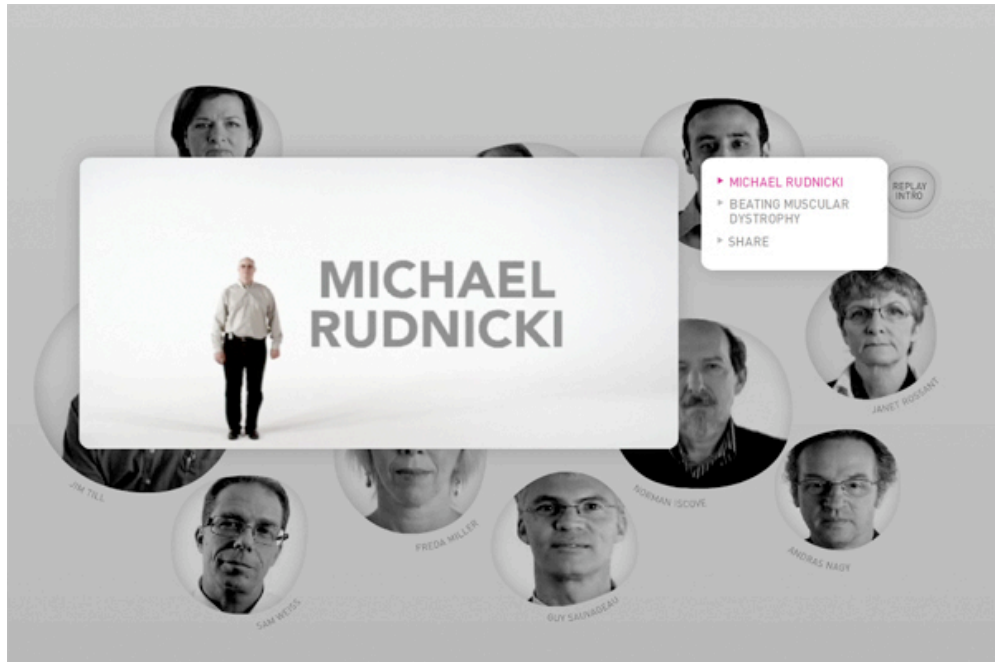
# MARKETING

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[ **STEM CELL FOUNDATION RAISES AWARENESS WITH NEW SITE** ]

September 29, 2009 | By **Jeromy Lloyd** | [Comments](#)

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The new **Canadian Stem Cell Foundation (CSCF)** has launched a website designed to foster awareness of its work and promote Canada as a world leader in the field.

Created by **Manifest Communications**, StemCellFoundation.ca features videos of leading Canadian scientists and bioethicists that explain the history and uses of stem cell research to a broad audience.

“The discussions are all very human,” said **Jim Diorio**, vice-president and creative director at Manifest. “They talk about diabetes, blindness, kids. They talk about the ability to restore walking. It’s bringing it down to basics.”

For the moment the website is meant to raise awareness rather than funds.

It asks visitors to sign the foundation’s charter, which “aims to unify...scientists, community leaders and the public, who believe in the therapeutic potential of stem cells.”

Diorio adds that, as a secondary goal, the foundation wants to promote Canada as a home for international study on the topic.

“Canada has rock stars [in this field]. We have a great tradition of innovations that we give away. We believe this will have gigantic health benefits for all humanity, but it can also renew economies and health industries.”

Manifest, an agency noted for its cause marketing, was involved in creating the foundation with **James Price**, director of the Stem Cell Network, the original client and now president of the CSCF.

The foundation unveiled its charter at the World Stem Cell Summit in Baltimore last week, where many international

scientists signed on and began spreading the word.

Social media remains the focus of the CSCF's communication efforts. Its dedicated communication staffer is reaching out to relevant bloggers about the new site, though mass advertising is being considered for future promotion.

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