***Breathe | the lung association NB* becomes *NB Lung* | Independent charity devoted to provincial lung health priorities**

News Release, Fredericton, NB, April 3, 2023 - *Breathe | the lung association NB* has become ***NB Lung,*** an independent entity devoted entirely to New Brunswick lung health priorities. This transition brings full autonomy to the organization, allowing resources, time and energy to be directed to the people and province of New Brunswick. *NB Lung* is grateful for its long-standing relationship with the *Canadian Lung Association*, and looks forward to continuing its work with provincial and federal partners in different capacities.

*NB Lung* remains committed to the same initiatives the organization has always served, focusing on patient care, clean air initiatives and advancing research, education and policy advocacy to improve lung health. The most significant change this transition brings is the streamlining of all donations and resources to *NB Lung* directly to provincial priorities, allowing for more intentional positive change within New Brunswick. Regular donors to *Breathe | the lung association NB* are asked to ensure that their contributions are directed to *NB Lung* as the provincial entity.

“We are excited to mature our organization and be able to now focus fully on provincial priorities,” said Melanie Langille, President and CEO, NB Lung. “We are thankful to our donors, partners, and funders for their commitment to our work through this transition. Our services will only improve as we grow into our independence.”

**First *NB Lung* Announcement | Driving New Brunswick Forward**

As an exciting introductory action as a fully independent organization, *NB Lung* is proud to announce the extension of our flagship project, Drive Electric Atlantic, an initiative in place to reduce greenhouse gas emissions by educating New Brunswickers and encouraging the use of electric vehicles. This year, the project will promote the benefits of electric vehicles through public EV test drives, home and car shows and promotional materials across various media platforms.

“Improving air quality is a key factor in improving overall lung health,” continued Melanie Langille. “We are excited to share the news of this growing initiative to promote cleaner transportation initiatives in the province.”

With over 100,000 New Brunswickers positively impacted by provided services in 2022, NB Lung is eager to expand its reach and services as it begins to operate under its new signature. For more information on lung health initiatives and services offered by NB Lung, as well as ways to donate and get involved in improving New Brunswick lung health, visit [website].

For media inquiries, please contact:

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**BACKGROUNDER**

After 90 years as a federated member of the Canadian Lung Association (CLA), the New Brunswick branch is transitioning to become an independent entity, *NB Lung*. This transition means that *NB Lung* will now be operating under a provincial rather than a federated governance model which provides agility to focus on provincial priorities.

NB Lung’s choice to transition away from the federated model was made with intentions to focus directly on lung health imperatives facing the province it serves. Services offered by NB Lung will remain the same or be improved as donations and resources will now be a direct investment into New Brunswick lung health initiatives.

NB Lung focuses on imperatives surrounding lung disease treatment and prevention, patient support and advocacy, environmental health and clean air initiatives, and advanced research and education. Specific focuses include tobacco, vaping and cannabis use; lung disease research and advocacy; indoor air quality and radon; outdoor air quality; climate change and human health; and lung transplant support.

**Q & A:**

**Q. Why are you making this decision? Was there something wrong with the federated model?**

After 90 years as a federated member of the Canadian Lung Association (CLA), the New Brunswick branch is transitioning to become an independent entity, *NB Lung*. NB Lung is grateful for its time spent in partnership with the Canadian Lung Association and looks forward to continuing its work with provincial and national partners in a different scope.

NB Lung’s choice to transition away from the federated model was made with intentions to focus directly on lung health imperatives facing the province it serves. Services offered by NB Lung will remain the same or be improved as donations and resources will now be a direct investment into New Brunswick lung health initiatives.

**Q. What does this new governance model mean?**

This transition means that *NB Lung* will now be operating under a provincial rather than a federated governance model which provides agility to focus on provincial priorities.

**Q. How will this impact services?**

Services offered by NB Lung will remain the same or be improved as donations and resources will now be a direct investment into New Brunswick lung health initiatives.

**Q: Where are my donations going now that *breathe | the lung association* is NB Lung?**

Donations will continue to stay in the province to promote lung health in New Brunswick. We ask that regular donors ensure that their donations are being directed to NB Lung to ensure their contributions are directed to us.

**Q: Does the rebranding have any impact on existing monthly donations? Do I need to cancel and re-register?**

Monthly donations are already set up to be directed to NB Lung. No need to make any changes.

**Q: How will this transition impact estate planning that is already in place?**

We ask that giving plans be reviewed as NB Lung will not receive funds if the beneficiary is indicated as *Canadian Lung Association* or *The Lung Association*. To ensure your legacy gift supports New Brunswick lung health priorities as intended, the beneficiary should be indicated as NB Lung or New Brunswick Lung Association.

**Q: How do I contact NB Lung?**

NB Lung’s phone number remains the same: 506-455-8961 or toll free at 1-800-565-5864. General inquiries by email can be directed to info@nblung.ca or visit www.nblung.ca.