

W, the women's show Informs Parents about the Importance of Childhood Vaccinations

Deerfield Beach, FL (May 7, 2008) — Expectant parents and parents of newborns realize the importance of protection from childhood disease through immunization. However, many parents do not know much about vaccinations, nor do they realize all of the different options they have when it comes to the vaccines protecting their children. On an upcoming edition of W, the women's show, leading medical experts will discuss the importance of vaccinations in infants and young children, the options parents will have when choosing vaccines, and how to make the trip to the doctor's office less stressful. The show will air on May 9th at 7:30 on the WE network and on May 18th at 7:30 on Oxygen.

"This episode will empower parents by answering some of the frequently asked questions about the different childhood infectious diseases and the immunizations that protect against them, as well as provide tips on what parents can do to get the most out of the well-baby visit.," says Caroline Pace, W's Executive Director of Programming. "For more information, viewers can visit www.vaccineplace.com."

W, the women's show is a fast-paced half-hour show that transports women to the "non-fluff" zone, offering in-depth, relevant and inspiring one-on-one interviews and stories that highlight the triumphs and challenges that women face. Each episode offers viewers helpful ideas and timely information that make their lives easier and more enriched.

Quorum Productions, a wholly-owned subsidiary of O2 Media Inc., is a Florida-based production company that is nationally renowned for creating award-winning educational programming. Their shows are geared towards disseminating innovative ideas and practical solutions to everyday challenges. Guests on Quorum Productions' shows have included experts from AARP, Upromise Inc., P&G, Merck, TIAA-CREF, and many others.

For additional information about W, the women's show and how your company can be selected as a guest, please contact Caroline Pace, Executive Director of Programming, at carolinep@quorumproductions.tv or call 954-571-5221 ext 107.