

Louise Kinross – Communications Manager, Bloorview Kids Rehab

Louise Kinross is communications manager at Bloorview Kids Rehab, where she manages media relations and produces BLOOM, a practical magazine on parenting children with disabilities that includes a blog, website and monthly e-letter. Since its inception in 2009, the award-winning BLOOM blog has 14,000 hits from around the world, currently generates over 500 hits a week.