

JDRF Launches 2nd Annual Video Contest in Celebration of National Diabetes Awareness Month

“What a Cure Means to Me”

TORONTO, Ontario (November 1, 2009) - Juvenile Diabetes Research Foundation (JDRF), the world's leading charitable funder and advocate of type 1 (juvenile) diabetes research, is celebrating National Diabetes Awareness Month this November by launching its second annual JDRF Video Contest.



Youth 10 years and older are invited to share a short video with Canada showcasing what a cure would mean to them and their family.

“Diabetes Awareness Month is a time to raise consciousness in support of those living with diabetes,” said Andrew McKee, President & CEO, JDRF. “The video contest offers youth living with diabetes the opportunity to show the challenges and demands of living with this chronic disease and the impact of a cure.”

Type 1 Diabetes Facts

Over 300,000 Canadians will live with type 1 diabetes by 2010. This number is increasing by three to five per cent annually; the greatest rise in children age five to nine years of age.

Type 1 diabetes is an autoimmune disease and the most severe form of diabetes. It strikes children and adults suddenly, leaving them insulin-dependent for life. It is the leading cause of life-threatening and debilitating complications, such as blindness, end stage kidney disease, nerve damage, heart attack, stroke, and amputation.

Canada has sixth highest incidence rate of type 1 diabetes in children 14 years or younger in the world. The cost of treating diabetes and diabetes-related complications is currently more than \$15.6 billion dollars in Canada, and is projected to rise to \$19.2 billion by 2010.¹

For more information, contest details or to submit your video, please visit www.jdrf.ca for the chance to win one of three great prizes including an Apple iPhone, iPod Touch, and iPod Nano.

About Juvenile Diabetes Research Foundation Canada

Juvenile Diabetes Research Foundation (JDRF) is the leading charitable funder and advocate of type 1 diabetes research worldwide. The mission of JDRF is to find a cure for diabetes and its complications through the support of research. JDRF funding and leadership is associated with most major scientific breakthroughs in type 1 diabetes research to date in Canada and around the world. It has raised more than \$1.3 billion (U.S.) for diabetes research since its inception in 1970, including \$156 million in 2008 to over 1,000 grants, centres, and fellowships in 22 countries. For more information, please visit www.jdrf.ca.

-30-

For more information, please contact:

Lesley Ciciretto
National Communications Specialist
Juvenile Diabetes Research Foundation
(905) 944.4624
lciciretto@jdrf.ca

¹ The Canadian Diabetes Association; 2009.