

FOR IMMEDIATE RELEASE

Are you a Diabetes Champion?

National campaign launched to celebrate Canada's Diabetes Champions.

Toronto, ON November 2, 2009 – Today, the Canadian Diabetes Association (CDA) and Juvenile Diabetes Research Foundation (JDRF) launched a national campaign to identify Canada's Diabetes Champions. This national celebration – held in honour of World Diabetes Day (November 14) – recognizes the ongoing commitment of millions of Canadians who build awareness of, and live with, diabetes in Canada.

“Anyone involved in the diabetes community, from patients to parents and friends, to doctors and researchers, is a Diabetes Champion,” said Ellen Malcolmson, President and CEO, Canadian Diabetes Association. “We’re very excited to showcase the unique achievements of Canada’s Diabetes Champions while also raising awareness of the wide reaching impact diabetes has on the lives of people living with the disease.”

Canadians can share their stories, and celebrate the Diabetes Champion in their life, by visiting www.worlddiabetes.ca and exploring the Diabetes Champion Gallery. Visitors can nominate their Champion through comments, photos and videos, while Champions can share their stories via Facebook, Flickr, Twitter and YouTube. The celebration starts today and runs until November 14.

“I love learning about all the great things people are doing to raise awareness about diabetes across Canada,” says Deborah Sissmore, Canadian Diabetes Champion. “It reminds you that you are part of a larger community that is committed to finding a cure. I’m looking forward to having the opportunity to share my story and celebrate the diabetes Champions in my life.”

Visitors to www.worlddiabetes.ca can test their diabetes knowledge – and raise funds for a cure – by taking the sanofi-aventis Diabetes Champion quiz. For every completed quiz, sanofi-aventis will donate \$1 to diabetes research.

“With more than three million Canadians and their families affected by diabetes, finding a cure is paramount,” said Andrew McKee, president and CEO of JDRF. “The sanofi-aventis Diabetes Champion Quiz is a fun way to educate the public about diabetes while raising the funds needed to improve lives of people living with diabetes.”

Other www.worlddiabetes.ca features include an interactive map of World Diabetes Day events in Canada, and, educational resources about diabetes.

“Novo Nordisk is pleased to be a founding sponsor for World Diabetes Day Canada,” said Vince Lamanna, president, Novo Nordisk Canada. “At Novo Nordisk, we aspire to be Diabetes Champions by defeating diabetes through finding better methods of diabetes prevention, education and treatment.”

-more-

In addition to www.worlddiabetes.ca, Canadians can also share their stories on the following WDD social media sites:

Twitter: <http://twitter.com/wddcanada2009>

Facebook: <http://tinyurl.com/yzrdv59>

Youtube: search *WDDCanada2009*

Flickr: search *WDDCanada2009*

About World Diabetes Day

World Diabetes Day (WDD) is an official United Nation's World Health Day, recognized by the UN General Assembly in December 2006. It is celebrated every year on November 14. The date was chosen because it marks the birthday of Frederick Banting, who, along with Charles Best, is credited with the discovery of insulin in 1921.

Since 2007, the first UN-recognized World Diabetes Day, the Canadian Diabetes Association and Juvenile Diabetes Research Foundation have united efforts to mark this global event in Canada.

About the Canadian Diabetes Association

Across the country, the Canadian Diabetes Association is leading the fight against diabetes by helping people with diabetes live healthy lives while we work to find a cure. We are supported in our efforts by a community-based network of volunteers, employees, healthcare professionals, researchers and partners. By providing education and services, advocating on behalf of people with diabetes, supporting research and translating research into practical applications - we are delivering on our mission. For more information, please visit diabetes.ca or call 1-800-BANTING (226-8464).

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 about World Diabetes Day or to arrange interviews and/or photo opportunities with diabetes researchers and/or, spokespeople, please contact:

NATIONAL Contact
Joscelyn Smith
Work: 416-586-1938
Cell: 416-809-9774
jsmith@national.ca

JDRF Contact
Lesley Ciciretto
Work: 905-944-4624
Cell: 416-573-0486
lciciretto@jdrf.ca

CDA Contact
Jeremy Brace
Work: 416-408-7071
Cell: 416-671-2155
jeremy.brace@diabetes.ca