

FOR IMMEDIATE RELEASE

Celebrate Canada's Commitment to Cure Diabetes
Canadians celebrate World Diabetes Day on November 14

Toronto, ON, November 13, 2009 – In recognition of the ongoing commitment by millions of Canadians who build awareness of, and live with diabetes, World Diabetes Day will be celebrated on November 14. An official United Nation's World Health Day, World Diabetes Day marks the birthday of Sir Frederick Banting, who, along with Dr. Charles Best, co-discovered insulin in 1921. Together, the Canadian Diabetes Association and Juvenile Diabetes Research Foundation (JDRF) kicked-off the national celebrations in Canada last week by identifying Diabetes Champions with the launch of www.worlddiabetes.ca.

"Diabetes impacts all aspects of life. For over three million Canadians affected by diabetes, it fundamentally changes lives," said Andrew McKee, President and CEO of JDRF. "It is inspiring to see such strong community engagement demonstrating Canadians' commitment to finding a cure for this devastating disease."

To celebrate World Diabetes Day, landmarks across Canada will be lit up in diabetes blue, including:

- The Observation Tower, Bathurst, NB
- The CN Tower, Toronto, ON
- Banting House National Historic Site of Canada, Toronto, ON
- Niagara Falls, Niagara Falls, ON
- Stanley Park, Lost Lagoon Fountain, Vancouver, BC
- Canada Place, Vancouver, BC
- Pacific Coliseum, Vancouver, BC
- Vancouver Olympic Centre, Vancouver, BC
- Victoria Library Building, Victoria, BC

A tree lighting will take place at the Prime Minister's residence at 24 Sussex Drive in Ottawa from 4:30 to 6:00 pm on Saturday, November 14. Local Diabetes Champions will decorate a maple tree and flick the switch to bathe it in diabetes blue. Three hundred blue rings will be placed on the tree, each ring representing 10,000 Canadians living with diabetes.

"World Diabetes Day in Canada is about recognizing people who are living with and affected by diabetes and celebrating their tremendous accomplishments," said Ellen Malcolmson, President and CEO, Canadian Diabetes Association. "I am amazed at how hard people with diabetes work to manage their diabetes proactively and I'm proud to honor their determination to live healthy lives and be Diabetes Champions every day."

Ken Evraire, from Ottawa ON, is a Diabetes Champion because of his commitment to his mother and her battle with diabetes. "She quietly went about living with diabetes never wanting to make a big deal of the challenges she faced," said Ken. "I am a Diabetes Champion because my life is blessed with a Diabetes Champion."

Krystle McGrath, age 12 from Calgary AB, was diagnosed with type 1 when she was 3 years old. "Having type 1 diabetes means that I have to watch what I eat and when I eat, but I always try to be as normal as possible," said Krystle. "Live life to the fullest!"

"Diabetes is a complex disease that requires more than medication to manage well," said Vince Lamanna, President, Novo Nordisk Canada, a leader in diabetes care. "Diabetes Champions show us that knowledge, support from family and friends and compassion can all help people with diabetes live vibrant, healthy lives."

The World Diabetes Day Canada microsite, www.worlddiabetes.ca, offers many interactive features to engage Diabetes Champions. In the Diabetes Champion Gallery, Canadians can share their stories, and celebrate a Diabetes Champion in their life. Find and post local events on the interactive map of Canada. Raise funds for a cure – by taking the sanofi-aventis Diabetes Champion quiz. For every completed quiz, \$1 goes to JDRF and the Canadian Diabetes Association.

Canadians can also share their stories on World Diabetes Day social media sites including [Twitter](#); [Facebook](#); Youtube (search World Diabetes Day Canada); and Flickr. All sites are accessible through www.worlddiabetes.ca.

About World Diabetes Day

World Diabetes Day is an official United Nation's World Health Day, recognized by the UN General Assembly in December 2006. Since 2007, the first UN-recognized World Diabetes Day, the Canadian Diabetes Association, Juvenile Diabetes Research Foundation and Founding Sponsor Novo Nordisk Canada 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. JDRF's mission is to find a cure for diabetes and its complications through the support of research. JDRF funding is associated with most major scientific breakthroughs in type 1 diabetes research to date in Canada and around the world. It has raised over \$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 or call 1-877-CURE-533.

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

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