

News Release

FOR IMMEDIATE RELEASE

CANADIAN DIABETES ASSOCIATION NEEDS YOUR CLOTHING DONATIONS TO HELP FUND RESEARCH INITIATIVES

VANCOUVER, BRITISH COLUMBIA (March 20, 2007) – In light of the latest Canadian research study about the high prevalence of diabetes in Ontario, many Richmond residents may be wondering what they can do to support those affected by diabetes and address this epidemic locally.

One way to help is by donating reusable clothing to the Canadian Diabetes Association's Clothesline® program for this year's spring clothing drive. Making a contribution is as simple as calling Clothesline® at 1-800-505-5525 and arranging for a free pick up.

According to Jean Blake, Vancouver-based executive director of the Canadian Diabetes Association Pacific Area, Clothesline® currently picks up donations daily from homes in the Richmond area, and receives, on average, 160 bags/boxes of donations in each community visited. Clothing donations may also be made at the Association's red Clothesline® drop boxes in the region.

Proceeds raised through the Clothesline® help provide funding for research for this disease that, according to 2003/2004 BC Ministry of Health statistics, affects more than 10,000 Richmond residents. That number is expected to skyrocket in the coming years.

“While more and more people are being impacted by this increasingly prevalent disease, not everyone has the ability to make a cash donation towards diabetes research and other diabetes programs,” said Blake. “Donating clothing to Clothesline® is a practical and cost-effective way to help advance diabetes research with the added bonus of protecting the environment.

“Because of Clothesline®, millions of kilograms of these items are being diverted from landfills across Canada. With at least two major crises facing British Columbians – diabetes epidemic and climate change – contributing to the Clothesline® is a down-to-earth solution that makes a lot of sense,” added Blake.

Dr. Brian Rodrigues, a professor at UBC and head of the Canadian Diabetes Association's National Research Council, is currently conducting fascinating research funded by the Association on why the heart fails during diabetes.

“Historically, physicians have concentrated on fat accumulation in the walls of blood vessels as a cause of blockage of blood flow, and subsequent heart failure. Our research and others have confirmed that, in addition to blood vessels, accretion of fat also occurs in the heart muscle itself, and that is often worse than fat buildup in coronary blood vessels,” said Rodrigues. “Understanding and treating cardiac lipotoxicity is expected to reduce the high morbidity and mortality associated with diabetes.

“Donating to Clothesline® is an excellent way to help the Association raise the money it needs to fund innovative, potentially life-changing research that could positively impact the lives of so many Canadians,” added Rodrigues.

The Canadian Diabetes Association works to prevent diabetes and improve the quality of life for those affected, through research, education, service and advocacy. To learn more about Clothesline® and the other environmental programs offered by the Association, please call 1-800-505-5525 or visit www.diabetes.ca.