

MEDIA RELEASE

For Immediate Release

ATHLETES UNITE IN THE FIGHT AGAINST DIABETES

Team Diabetes promotes active lifestyle while also raising funds towards a cure

TORONTO, ONTARIO (Nov. 22, 2010) – Athletes Adam Penner, Rufus Dorsey and Sue Boutilier personally know the value of physical fitness in living with or without diabetes, and are leading the fight against the disease through their involvement in the Canadian Diabetes Association’s Team Diabetes program.

“Since it was established as a national activity fundraising program in 2000, Team Diabetes has promoted a healthy and active lifestyle to all Canadians and raised funds for diabetes education, services, advocacy and research,” said Michael Cloutier, president and CEO of the Canadian Diabetes Association. “You don’t have to be an athlete to join. Team Diabetes prepares you for the physical challenge and provides the support you need to achieve your fundraising goals.”

Winnipeg’s Adam Penner was inspired to join Team Diabetes by Erica, a nine-year-old girl living with type 1 diabetes who attends the daycare where he works. Penner, a University of Manitoba student and track and field and cross-country athlete, ran the July 2010 Rio de Janeiro marathon. He surpassed his Team Diabetes fundraising goal and placed as second-fastest male in his age group.

“Erica and I developed a good friendship over the years and I thought I should do something to give back. Watching her test her blood glucose at lunch every day and deciding whether or not she could have dessert really touched me,” said Penner.

Vancouver resident Rufus Dorsey is used to challenges. Raised by a single mother who battled a crack cocaine addiction and sold drugs, he was poised to leave for university on a football scholarship at 17 when he was blindsided by a type 2 diabetes diagnosis. He credits his loving mother for restoring his motivation and hope. He went on to play football, complete his degree and become an actor and licensed physical fitness trainer. As a member of Team Diabetes, he regularly gives lectures and demonstrations on physical fitness.

“My goal is to educate kids with diabetes, show them that there is hope. I learned to see diabetes as a glass half-full – it motivated me to stay in shape. I encourage people to join Team Diabetes because it provides fun and active ways to unite in the fight against diabetes,” said Dorsey.

Type 1 diabetes has been a part of Sue Boutilier’s life since her earliest memories, and propelled her into advocacy work for the Association, participation in Team Diabetes and, ultimately, a marathon. Running has helped the Halifax resident manage her disease and cope with it spiritually and physically.

“As someone who loves to run, the marathon was always a lifetime goal. The Team Diabetes program gave me the opportunity to finish a marathon for a cause that is very close to my heart,” said Boutilier.

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For the entire month of November, the Canadian Diabetes Association is asking individuals to visit diabetes.ca to see the stories of incredible supporters including Adam Penner, Rufus Dorsey and Sue Boutilier – who are living healthy with diabetes, advocating for the cause and breaking ground towards a cure. Join the Association in leading the fight against diabetes by supporting the cause or participating in local Diabetes Awareness Month events or fundraising activities in your community. Visit diabetes.ca or call 1-800-BANTING (226-8464) for more information.

The 2010 Diabetes Awareness Month campaign is sponsored by sanofi-aventis.

About the Canadian Diabetes Association

Today, more than nine million Canadians live with diabetes or prediabetes. 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. Our community-based network of supporters help us provide education and services to people living with diabetes, advocate for our cause, break ground towards a cure and translate research into practical applications. For more information, please visit diabetes.ca or call 1-800-BANTING (226-8464).

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