

## MEDIA RELEASE

*For Immediate Release*

### **LITTLE GIRL WITH DIABETES INSPIRED UNIVERSITY OF MANITOBA ATHLETE TO RUN RIO DE JANEIRO MARATHON**

*Team Diabetes member Adam Penner placed second-fastest in age group*

**WINNIPEG, MB (Nov. 22, 2010)** – A little girl with type 1 diabetes inspired Winnipeg’s Adam Penner to join the Canadian Diabetes Association’s Team Diabetes program and run the 2010 Rio de Janeiro Marathon, raising money for diabetes research.

“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.”

Penner, a University of Manitoba student and track and field and cross-country athlete, met nine-year-old Erica at the daycare where he works and developed a friendship with her over the years.

“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.

In 2009, Penner joined Team Diabetes, aiming to run the July 2010 Rio de Janeiro Marathon. In support of his fundraising goals, he encouraged his fellow students to give up coffee or pop and donate a dollar, walk 10 minutes in honour of someone they know living with diabetes, and to pass on this challenge to their professors, classmates, teammates, friends, and people living in the community.

Penner met and surpassed his Team Diabetes fundraising goal of \$6,100, and placed second-fastest in his age group. Together the 40-strong Team Diabetes Rio de Janeiro group raised a total of \$300,000 for diabetes research.

Currently finishing his degree in psychology, Penner remains committed to athletics and fundraising for diabetes, and is now considering participating in the 2011 Rome Marathon for Team Diabetes.

“Running the Rio de Janeiro marathon was the easy part; finding the time to fundraise was a little harder. But, in the end, it enabled me to create greater awareness about what it’s like to live with diabetes, and how important it is to raise money for research towards a cure,” said Penner.

For the entire month of November, the Canadian Diabetes Association is asking individuals to visit [diabetes.ca](http://diabetes.ca) to see the stories of incredible supporters including Adam Penner – 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

## MEDIA RELEASE

local Diabetes Awareness Month events or fundraising activities in your community. Visit [diabetes.ca](http://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](http://diabetes.ca) or call 1-800-BANTING (226-8464).

-30-

### **For additional information or to schedule an interview, please contact:**

Michele Penz  
Calico Communications  
Cell: (778) 888-2249  
[calicomm@telus.net](mailto:calicomm@telus.net)

Allison Langridge  
Associate, Marketing & Communications, Manitoba, Nunavut and Saskatchewan  
Canadian Diabetes Association  
Tel: (204) 925-3800 x 231  
[allison.langridge@diabetes.ca](mailto:allison.langridge@diabetes.ca)