

MEDIA RELEASE

For Immediate Release

HALIFAX WOMAN MAKES STRIDES IN ADVANCING DIABETES AWARENESS, RESEARCH AS VOLUNTEER AND ADVOCATE

Team Diabetes member Sue Boutilier joins race toward a cure

HALIFAX, NS (Nov. 29, 2010) – Thanks to the Canadian Diabetes Association’s Team Diabetes program, Halifax’s Sue Boutilier achieved a lifetime goal of completing a marathon.

“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.”

Diagnosed with type 1 diabetes at the age of seven, Boutilier cannot remember a time when chronic illness didn’t impact her life and has continually taken action to try to achieve balance. Thirty years later, she is more committed than ever to advocating on behalf of people with the disease. As a member of the Canadian Diabetes Association, Boutilier and her family had been active with the Association for many years and, in 2002, became involved with the Team Diabetes program. She has since run three marathon events in three different countries as part of her goal to complete a Team Diabetes event on every continent of the world.

“One of my most memorable experiences as a result of my involvement with the Canadian Diabetes Association was completing my first marathon. As someone who loves to run, the marathon was always there as a goal, and the Association’s Team Diabetes program provided me with the opportunity to complete a marathon for a cause very close to my heart,” said Boutilier.

Boutilier also played a role in efforts related to the passing of the United Nations resolution on diabetes. The resolution, passed by the United Nations General Assembly in December 2006, recognizes diabetes as a global pandemic and designates World Diabetes Day (celebrated on Nov. 14 every year) as an official United Nations day. World Diabetes Day was originally created by the International Diabetes Federation (IDF) and the World Health Organization (WHO) in 1991 in response to concern over the escalating incidence of diabetes around the world. Boutilier had the privilege of representing the Canadian Diabetes Association at the first official World Diabetes Day at the United Nations headquarters in New York.

“Through my volunteer work with the Canadian Diabetes Association, I became very involved in advocacy toward this resolution. It was an incredible privilege to be part of a process that, in my view, now celebrates this day on the birth date of Sir Frederick Banting, a Canadian doctor and researcher to whom I owe my life.” said Boutilier.

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 Sue Boutilier – who are living healthy with diabetes, advocating for the cause and breaking ground towards a cure. Join

MEDIA RELEASE

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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