



MEDIA RELEASE

FOR IMMEDIATE RELEASE

Trapline Marathon Raises Support and Awareness for Diabetes *Canadian Diabetes Association named Charity of Choice*

Toronto, ON (September 28, 2011) – For the first time, the Canadian Diabetes Association has been named as the Charity of Choice for the *Trapline Marathon, Run for Diabetes*. This is an annual and unique event that is entrenched with Labrador's community spirit and heritage.

"We are very proud to be part of this year's event, particularly in an area of our country where diabetes has the highest incidence rates," says Fred DeFina, Director, Team Diabetes. "This partnership will support and increase awareness about diabetes while reinforcing a healthy and active lifestyle."

The Association's Team Diabetes program hosts Run and Walk for Diabetes events in communities across the country. One of the programs biggest supporters is The North West Company – the major sponsor of this year's marathon.

"As a major supporter of the CDA and as part of our ongoing commitment to promote health, wellness and physical activity in the communities we serve, North West is very excited to be part of this event," says David Lui, Director, Marketing Services. "Not only to provide financial support for the marathon, but also by lacing up our runners to take part in this great community event."

The Trapline Marathon, Run for Diabetes is a great opportunity to promote a new destination for those who are interested in supporting people who live with diabetes while also experiencing a spectacular marathon route that is known as 'rural Canada in the great wide open'.

"Diabetes is prevalent throughout Labrador and it is a disease that the Trappers' Running Club truly believes it has a role in preventing and or managing through the promotion of healthy living and, of course running," states Jamie Snook, Trapline Marathon Race Director.

The event includes a full-, half-marathon, and a 10 km option. For those who are interested in learning more about the event, please contact Jamie Snook at info@traplinemarathon.ca.



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About Team Diabetes

Team Diabetes is the national activity fundraising program of the Canadian Diabetes Association. The program promotes a healthy and active lifestyle where people of all fitness levels can train to walk or run a half marathon, full marathon, or shorter distance in several exciting international and Canadian destinations while raising funds and awareness for the Canadian Diabetes Association. Visit teamdiabetes.ca to register and for more information.

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).

About Trapline Marathon

The Trappers' Running Club was formed in the summer of 2008 to host the club's marquee event, the Trapline Marathon. After the initial success of the inaugural Trapline Marathon, the Club expanded with numerous other events and a popular Learn to Run Program. To date, the Club has now hosted over 2000 participants in its various events and programs. The Club understands the determinants of health and has three primary objectives. The first and foremost objective is to promote healthy lifestyles through the activity of running, secondly to promote Labrador as a unique running destination and last but certainly not least to promote the trapline heritage of the race site.

About The North West Company

The North West Company strives to make a positive difference so the communities we serve have bright futures. Since 1992, more than 175 Team North West participants raised over \$2 million for diabetes research and sponsoring nutrition and local activities. As friends and neighbours we never forget that we live here too.



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