

## **Media Advisory - Diabetes Québec and Sanofi Canada wrap-up Diabetes Awareness Month by celebrating 90 years of diabetes innovation**

LAVAL, QC, Nov. 22, 2011 /CNW Telbec/ - Diabetes Québec and Sanofi Canada invite the media to celebrate 90 years of diabetes innovation on Tuesday, November 29<sup>th</sup> at Place Alexis Nihon's central courtyard. This free and public event will feature a historical photo exhibit illustrating innovative developments in diabetes care over the past 90 years which have enabled people with diabetes live their lives to the fullest. Diabetes Québec will have an information booth and their nutritionist will be on hand to educate and advise people about helpful lifestyle changes.

Top Montreal cake designer, Tim Rivard, will unveil a specially-designed celebration cake for this occasion. Even when living with diabetes, sugars can be included as part of a carefully planned meal plan<sup>1</sup>.

### **Reminder:**

**Who:** Serge Langlois, President and Executive Director, Diabetes Québec  
Jonathan Fontaine, Dietitian-Nutritionist, Diabetes Québec  
Ginette Labelle, patient with type 1 diabetes, on insulin therapy for 50 years  
Martin Dumont, Manager, Stakeholders Relations - Quebec, Sanofi Canada  
Tim Rivard, Cake Designer, Montreal Cake Guy

**What:** 90 Years of Diabetes Innovation

**Where:** Place Alexis Nihon  
1500 Atwater Ave.  
Metro level - Central Courtyard

**When:** Tuesday, November 29, 2011  
10:15 a.m. - Opening ceremony  
10:30 a.m. - Celebration cake is revealed

<sup>1</sup> Canadian Diabetes Association, 2011. Sweeteners. Available at <http://www.diabetes.ca/diabetes-and-you/nutrition/sweeteners/> [Accessed 14 November 2011].

### **For further information:**

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