

/R E P E A T -- 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 29th 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 plan¹.

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

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

For further information:

Marc Aras
Diabetes Québec
514-259-3422 ext. 231
aras@diabete.qc.ca

Nadia Rahman
Sanofi Canada
514-856-8754
nadia.rahman@sanofi-aventis.com

Andréan Gagné
Cohn & Wolfe
514-845-7046
andrean.gagne@cohnwolfe.ca
