

Photo/Video Opportunity: A Step in the Right Direction!

On November 8, 2012, Sanofi Canada, the Canadian Diabetes Association and The Second City Communications are asking Edmontonians to take **two minutes**, and a few extra steps, to learn about **type 2** diabetes and raise support for Canadians living with diabetes or prediabetes.

TORONTO, Nov. 5, 2012 /CNW/ - November is Diabetes Awareness Month and on November 8, 2012, Sanofi Canada, the Canadian Diabetes Association and The Second City Communications are teaming up to show just how far a little awareness, motivation and encouragement can go in the fight against diabetes.

Make a difference!

Participants who take **two minutes** out of their busy schedule to walk a few extra steps (around a tiny track, designed to resemble the International Diabetes Federation blue circle symbol for diabetes) will learn about **type 2** diabetes, while being cheered on by The Second City Communications. In addition, Sanofi Canada will make a \$2 donation* to the Canadian Diabetes Association on behalf of each person that walks the track!

The event is designed to encourage Canadians to learn more about diabetes, show them what they can be doing to effectively manage or prevent diabetes and raise support for the Canadian Diabetes Association.

"More than 217,000 Albertans are living with diabetes today — this number is expected to increase by at least 140,000 people by 2020¹," says Jon Fairest, President and CEO, Sanofi Canada. "On top of that, nearly one million Canadians are living with type 2 diabetes and don't even know it, because they have not yet been diagnosed. While these stats can seem alarming, there are a number of ways to get proactive and make every step count in preventing or delaying type 2 diabetes."

When: Thursday, November 8, 2012
11:00 a.m. - 2:00 p.m.

Where: West Edmonton Mall
[level one, near entrance 56]

What: A Step in the Right Direction!

Public event demonstrating the positive effects that taking a few extra steps can have on managing or preventing type 2 diabetes, featuring:

- Free information about diabetes
- The Second City Communications improv cheering squad
- Tips and advice for managing and preventing type 2 diabetes
- On-site diabetes experts available for interviews
 - Cynthia Lebovics, Certified Diabetes Educator, Sanofi Canada
 - Laura Kemp, Regional Director, AB & NWT, Canadian Diabetes Association
- Possibly one of the world's tiniest race tracks!

About Sanofi

Sanofi, a global and diversified healthcare leader, discovers, develops and distributes therapeutic solutions focused on patients' needs. Sanofi has core strengths in the field of healthcare with seven growth platforms: diabetes solutions, human vaccines, innovative drugs, consumer healthcare, emerging markets, animal health and the new Genzyme. Sanofi is listed in Paris (EURONEXT: SAN) and in New York (NYSE: SNY).

Sanofi companies in Canada include Sanofi Canada (pharmaceuticals), Sanofi Pasteur (vaccines), Sanofi Consumer Health (health and beauty), Genzyme (rare diseases) and Merial (animal health). Together they employ more than 1,700 people across the country. In 2011 Sanofi companies invested \$151.7 million in R&D in Canada, creating jobs, business and opportunity throughout the country.

About the Canadian Diabetes Association

The Canadian Diabetes Association is a registered charitable organization, leading the fight against diabetes by helping

people with diabetes live healthy lives while we work to find a cure. Our professional staff and more than 20,000 volunteers provide education and services to help people in their daily fight against the disease, advocate on behalf of people with diabetes for the opportunity to achieve their highest quality of life, and break ground towards a cure. Please visit www.diabetes.ca , join us on facebook.com/CanadianDiabetesAssociation, follow us on Twitter [@DiabetesAssoc](https://twitter.com/DiabetesAssoc), or call 1-800-BANTING (226-8464).

* Donation of up to \$10,000

¹ Canadian Diabetes Association (<http://bit.ly/OkkBpp>)

SOURCE: SANOFI CANADA

For further information:

For more information about the event or to coordinate onsite interviews contact:

David Weinstein, Rebecca Crittenden, Nadine Rashad or Debra Quinn at Strategic Objectives:

TEL: (416) 366-7735 TOLL-FREE: 1-866-366-7733

E: rcrittenden@strategicobjectives.com

For more information about the Canadian Diabetes Association contact:

Randi Gill

Communications Manager, Western Canada

Canadian Diabetes Association

TEL: (204) 925-3800, ext. 234 CELL: (204) 588-7724

E: randi.gill@diabetes.ca
