

FOR IMMEDIATE RELEASE

**DIABETES SPECIALIST OFFERS 50 SECRETS FOR LIVING A LONG AND
HAPPY LIFE WITH DIABETES**

**Canadian Diabetes Association Expo presents unique opportunity to brush up on
diabetes knowledge and life skills**

VANCOUVER, B.C. _ April 9, 2008 _ One of the secrets to living a long and healthy life with diabetes may be as simple as carrying a toothbrush.

That's according to Dr. Sheri Colberg-Ochs, an exercise physiologist and associate professor at Old Dominion University in Norfolk Virginia, and author of 50 Secrets of the Longest Living People with Diabetes. Dr. Colberg-Ochs will be one of the keynote speakers at the Canadian Diabetes Association's April 19 Live Smart Diabetes Expo.

Dr. Colberg-Ochs says there are 50 primary "secrets" to living long and well with type 1 and type 2 diabetes. These are based on extensive interviews with more than 50 people who have lived for 23 to 84 years with either type of diabetes, some to the ages of 80, 90 or older. The secrets fall into eight categories: emotional; knowledge; dietary; control; exercise; medication/technology; support; and other life secrets.

"Carrying a toothbrush and brushing after meals is a not only a reminder to stop eating, it can help prevent diabetes complications. Circulatory problems linked to diabetes can make your gums more susceptible to infections which can eventually go throughout your body. Periodontal disease can increase your chance of developing heart attack or stroke," said Dr. Colberg-Ochs.

Other secrets include exercise and emotional health, including maintaining a positive attitude. "Pessimists have a 42 per cent higher death rate from all causes. A sense of humour and losing the stress and guilt of having diabetes are essential. People affected by diabetes need to live life first and be diabetic second," added Dr. Colberg-Ochs.

The Vancouver Diabetes Expo brings together products, resources, speakers and more than 50 experts to show British Columbians how to prevent and manage diabetes while improving their overall health. In addition to keynote speakers such as Dr. Colberg-Ochs, the Expo will feature a comprehensive Ask the Experts section in which visitors can ask questions on a one-on-one basis. These experts include representatives from Pharmicare, endocrinologists, pharmacists, dietitians, nurses, pedorthists, exercise specialists and many more.

The Vancouver Expo takes place Saturday, April 19 from 8:30 a.m. to 3 p.m. at Broadway Church, 2700 East Broadway in Vancouver. Admission is \$13 for online



LiveSmart

DIABETES EXPO

registration, and \$15 by phone. To register, call 1-800-BANTING or go to www.diabetes.ca.

The Vancouver Expo is one of 20 Live Smart Diabetes Expos being held across the country this spring.

Our Sponsors

The 2008 Live Smart Diabetes Expos are presented by the Canadian Diabetes Association and title sponsor Pfizer Canada Inc. London Drugs, Safeway Pharmacy, and Save-On-Foods Pharmacy have also joined the Canadian Diabetes Association's Live Smart Diabetes Expos as area sponsors. Media sponsor is CKNW and community health partner, Vancouver Coastal Health.

About the Canadian Diabetes Association

The Canadian Diabetes Association works in communities across the country to promote the health of Canadians and eliminate diabetes through our strong nationwide network of volunteers, employees, healthcare professionals, researchers, partners and supporters. In the struggle against this global epidemic, our expertise is recognized around the world. The Canadian Diabetes Association: setting the world standard. To learn more, visit diabetes.ca or call 1-800-BANTING (226-8464).

-30-

For more information, please contact:

Michele Penz, Calico Communications for the Canadian Diabetes Association
778-888-2249