



FOR IMMEDIATE RELEASE

**DIABETES EVENT WILL HELP PRINCE GEORGE RESIDENTS LEARN
MORE ABOUT THIS SERIOUS BUT MANAGEABLE DISEASE**

Almost 5,000 Prince George residents affected by diabetes

VANCOUVER, BC — November 14, 2008 — In light of sobering statistics about the correlation between diabetes and heart disease, and the urgent need to raise public awareness of this epidemic health issue, the Canadian Diabetes Association is hosting a diabetes education event, “Life with Diabetes – A Diabetes Expo,” on Nov. 22 at the Ramada Inn.

One of the event’s highlights will be a keynote presentation by writer and speaker Sandy Struss, “An Inspired Life with Diabetes”. Struss has been involved in the diabetes community for a long time as a passionate volunteer, patient advocate, and motivational speaker, and has spoken to audiences across the country to deliver a message of hope and empowerment.

When Struss received her diagnosis of type 1 diabetes almost 20 years ago, it came as a major shock to the active teen whose family had no history of the disease. The hardest adjustment for Struss was the idea of facing daily insulin injections for the rest of her life. While managing her diabetes has since required a tremendous amount of work, Struss has refused to let it stand in her way.

“Diabetes is never easy, but with the right tools, medication, education and attitude, diabetes doesn’t have to hold you back from living your best life,” said Struss.

Another event highlight will be a presentation by the Canadian Mental Health Association’s BC Division, “Bounce Back – Regain Your Health”, which offers mental health support to people coping with chronic physical health conditions. An additional presentation will focus on foot care.

“Diabetes is a serious disease that affects almost 5,000 people in the Prince George area. The good news is that it can be managed. The goal of this event is to give people affected by diabetes the information and inspiration they need to live a healthier, higher quality of life,” said Boyanne Young, Northern Region branch coordinator for the Canadian Diabetes Association.

The event takes place 8:15 a.m. to 12 p.m. on Saturday, Nov. 22 at the Ramada Inn. Admission is free but seating is limited so please register by phone, 250-561-9284.



Display tables will have diabetes information. Healthy refreshments will be provided and attendees can enter to win door prizes.

Diabetes and cardiovascular disease

Only one in five people with diabetes survives heart disease. Early diagnosis and good diabetes management can lower your cardiovascular age and considerably reduce your risk.

People with diabetes are two to three times more likely to die of heart disease than those without. Four out of five people with diabetes die from heart disease.

More than 60 per cent of people with diabetes have high blood pressure, and almost 60 per cent have high cholesterol. Both are risk factors for heart disease and stroke.

The longer a person has diabetes, the greater the chance of complications and death.

Diabetes puts you 15 years closer to a heart attack, stroke or death from any cause.

Undiagnosed diabetes

One in three people with diabetes have it and don't know it.

On average, people have diabetes for seven years before diagnosis.

The high price of diabetes

Medical costs are two to three times higher for people with diabetes. Costs for medication and supplies range from \$1,000 to \$15,000 a year.

By 2010, it's estimated that diabetes will cost the Canadian healthcare system \$15.6 billion a year and that number will rise to \$19.2 billion by 2020.

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).

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For more information, please contact:

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