

# Anticipation mounts for first annual North West Run for Diabetes

Now that summer has arrived, joggers and walkers alike from 11 Northern Canadian communities are roaring to come out of the gates in the first annual North West Run for Diabetes.

The cross-Canada event hosted by The North West Company (NWC) in partnership with the Canadian Diabetes Association (CDA) was established to promote physical activity and healthy living in northern communities. The North West Run for Diabetes was made possible through the funds raised by previous events that NWC and CDA have hosted.

The 11 communities taking part in the fight against diabetes include: Iqaluit, Rankin Inlet, Norman Wells, Fort Providence, God's Lake Narrows, Garden Hill/Island Lake, Fort Chipewyan, Fox Lake, Sandy Lake, Attawapiskat and Chisasibi.

"The North West Company has been a partner and supporter of the Canadian Diabetes Association since 2002. In that time, they have raised over \$2,000,000 through the Association's Team Diabetes program," says Fred DeFina, Director, Community Giving, CDA.

"In addition, NWC continues to demon-

strate its commitment to healthy lifestyles by partnering with the Association in the delivery of activity based programming within their organization and in the communities that they serve," says DeFina.

The kids of Sandy Lake, Ont. have a school running club and Gary Manoakeesic of the Sandy Lake Diabetes Prevention Program sees the North West Run for Diabetes as a great event to get them involved.

"I think this event is very spectacular in regards to motivating children into running and it's for a good cause in preventing diabetes," says Manoakeesic.

Manoakeesic is eager for Sandy Lake's event on Aug. 18 when participants will hit the ground running.

"Overall it just excites me how one child can start a long race and finish it. We're working towards a better future and to be the best that we can be," says Manoakeesic.

All participants are encouraged to join The North West Run for Diabetes Facebook group where runners can keep up on the latest news about their run, training and running tips/videos, healthy recipes to keep them energized, inspirational quotes to keep them motivated and everything else they will need to get ready for run day.

Anyone who would like to take part in the North West Run for Diabetes can visit one of the 11 communities hosting the event and sign up inside the local Northern/NorthMart.

For more information on the North West Run for Diabetes, visit the North West Run for Diabetes Facebook group or contact event organizer, Sarah Gay at [sgay@north-west.ca](mailto:sgay@north-west.ca)



Team North West participant and Portage La Lache community member, Biblanna King.

Each community taking part will have the option to host up to three runs on a date of their choosing – a 2.5 km Kids Fun Run, 5 km Walk and a 5 km Run.

The North West Company's director of marketing services, David Lui says this is a great way to get involved in the communities.

"When we were looking at ways to contribute to the communities we serve, we wanted to find a fun activity that the entire community would want to participate in while at the same time promoting healthy living," says Lui.

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Team North West participant and Manitoba Keewatinowil Okimakanak Grand Chief, David Harper

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