

Northern Communities Lace-up and Hit the Pavement To Prevent Diabetes in First Annual North West Run for Diabetes

Winnipeg, August 2, 2012 – Throughout the summer, 11 communities across northern Canada will hit the ground running in the first annual North West Run for Diabetes.

This exciting new cross-Canada event includes three races – a 2.5K Kids Fun Run, 5K Walk and a 5K Run. The North West Company’s Director, Marketing Services, David Lui says the event is a great way to promote physical activity.

“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, adding that runners can refuel on a nutritious snack post-race provided by the local Northern store.

The North West Run for Diabetes was created in partnership with the Canadian Diabetes Association (CDA) using funds raised by The North West Company through various events.

“The North West Company (NWC) 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 demonstrate 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.”

Communities taking part in the North West Run for Diabetes include: Fort Providence – August 4, Fort Chipewyan – August 4, Iqaluit – August 6, Garden Hill/Island Lake – August 10, Rankin Inlet – August 18, Gods Narrows – August 18, Sandy Lake – August 18, Norman Wells – August 25, Attawapiskat – September 2, Fox Lake and Chisasibi.

In addition, a Facebook group – The North West Run for Diabetes – was created to provide participants with the latest on 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.

Our Community Promise

The North West Company We strive to help make a positive, progressive difference within each community we serve. Since 1992, more than 175 Team North West participants raised over \$2 million in support of physical activity, nutrition and diabetes research.

About the Canadian Diabetes Association

The Canadian Diabetes Association's mission is to lead the fight against diabetes by helping people with diabetes live healthy lives while working to find a cure. The Association delivers on this mission by providing people with diabetes and healthcare professionals with education and services; advocating on behalf of people with diabetes; supporting research and translating research into practical applications.

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