

TEAM DIABETES ADDS THE NORTH WEST COMPANY HALF MARATHON TO SECOND "RUN FOR DIABETES IN WINNIPEG"

New option for walkers, runners and volunteers helping raise funds and awareness for diabetes

WINNIPEG, MANITOBA (August 9, 2011) – On Monday, September 5th in Assiniboine Park, Team Diabetes and the Canadian Diabetes Association will host the second “Run for Diabetes in Winnipeg.” New to this year’s event, participants can challenge themselves with *The North West Company Half Marathon*.

According to Run for Diabetes Race Director, John Murphy, expanding the event to include a half marathon is a welcome addition for the Manitoba running community, and the increased support from The North West Company emphasizes a commitment to healthy active living, and the work of the Canadian Diabetes Association. *“We are very fortunate to partner with North West again this year...their ongoing generous support is not only helping raise the profile of this event, but shedding light on the seriousness of diabetes for those in Manitoba and beyond.”*

As a longtime supporter of the Canadian Diabetes Association, The North West Company is pleased to be the title sponsor of the Run for Diabetes in Winnipeg.

“We are very proud to be able to introduce the *North West Company Half Marathon* as part of the exciting line up of events,” says David Lui, Director, Marketing Services, The North West Company. “This new race addition will offer participants a fun and challenging way to not only raise funds for diabetes research, but also get active on the long weekend.”

For those not yet ready for a half marathon, other Run for Diabetes options include walking or running in a 10K, 3K family or a kids fun run. Participants can participate by registering at www.runningroom.com and paying a registration fee, and are encouraged to consider collecting pledges and raising funds to help make a positive change in the lives of the more than 94,000 Manitobans living with diabetes.

About Team Diabetes

Celebrating its 10th Anniversary in 2010, Team Diabetes is the national activity fundraising program of the Canadian Diabetes Association. The program promotes a healthy and active lifestyle where people of all fitness levels can train to walk or run a half marathon, full marathon, or shorter distance in several exciting international and Canadian destinations while raising funds and awareness for the Canadian Diabetes Association. Visit teamdiabetes.ca for more information.

About the Canadian Diabetes Association

Across the country, the Canadian Diabetes Association is leading the fight against diabetes by helping people with diabetes live healthy lives while we work to find a cure. We are supported in our efforts by a community-based network of volunteers, employees, healthcare professionals, researchers and partners. By providing education and services,

advocating on behalf of people with diabetes, supporting research and translating research into practical applications - we are delivering on our mission. For more information, please visit diabetes.ca or call 1-800-BANTING (226-8464).

About The North West Company

The North West Company is a leading retailer of food and everyday products and services to rural communities and urban neighbourhoods in Canada, Alaska, the South Pacific and Caribbean. North West operates under the retail Banners of Northern, NorthMart, Giant Tiger, AC Value Center and Cost-U-Less. Since 1992, more than 175 Team North West participants raised over \$2 million for diabetes research and sponsoring nutrition and local activities.

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For more information or to schedule an interview, please contact:

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