



## **GLOBAL DRIVE TO CHANGE DIABETES ROLLS INTO VANCOUVER**

*~ Novo Nordisk's Changing Diabetes Bus travels the world raising awareness about diabetes ~*

**Vancouver, BC** – May 17, 2007 – More than 230 million people have diabetes worldwide – and this number is rising at an alarming rate.<sup>1</sup> As part of a global drive for change, the Changing Diabetes Bus is travelling around the world to raise awareness about diabetes and encouraging people to take action on their own behalf to halt the dramatic rise of this disease. More than one billion people are expected to visit the bus globally on its 18-month tour, including physicians, politicians and the public.

The Changing Diabetes Bus has rolled into Canada and will be traveling across the country during May and June, visiting Vancouver, Edmonton, Calgary, Toronto, London, Ottawa, Montreal and Halifax. Today, the bus rolls into Vancouver's Kitsilano Beach where it will be open between 10 a.m. until 5 p.m. today and Friday.

Diabetes is a leading cause of heart disease, kidney failure, amputation and blindness, and kills more than 40,000 people a year.<sup>2</sup> Canadian adults with diabetes are twice as likely to die prematurely, compared to persons without diabetes.<sup>3</sup> There is a need to diagnose diabetes early and take the necessary steps to prevent or delay diabetes complications. Diabetes can affect anyone at any time and healthy lifestyle choices play an important role in the prevention of the disease.

Novo Nordisk has launched the Changing Diabetes Bus World Tour as part of a global drive to raise awareness about the global threat of diabetes and what can be done to change it. The bus will stop at schools, hospitals, libraries and parliaments and is open to everyone. Each person who visits the bus can learn about diabetes and how we can prevent the disease.

“We applaud Novo Nordisk for helping to raise awareness of diabetes and for their support of the United Nations resolution on diabetes,” said Michael Howlett, President and CEO, Canadian Diabetes Association. “We believe that initiatives such as the Changing Diabetes Bus play an important role in changing the way Canadians think about diabetes. Access to proper prevention and management is a human right which should not be ignored. It's important that everyone learns how to prevent the onset of diabetes, or to avoid the burden of complications if they are living with it.”

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### **INSIDE THE BUS**

The Changing Diabetes Bus offers a variety of interactive and educational activities about diabetes, including: DVD recordings and testimonials where visitors can share their opinions on what they would change in the area of diabetes; a mirror park; as well as a young voices and kids' corner dedicated to children and adolescents with diabetes.

“In order to defeat the pandemic of diabetes we need to raise awareness of diabetes and diabetes prevention as well as inspire the public to take action,” said Vince Lamanna, President of Novo Nordisk. “Diabetes can affect anyone and making healthy lifestyle choices is an important step in preventing the disease.”

The bus will be touring countries in Europe, Asia and North America over a period of 18 months. The bus has already been to Denmark, Germany, The Netherlands, Belgium, France, South Africa, Australia, China, and is currently in Canada.

### **DRIVING CHANGE IN DIABETES**

The Changing Diabetes Bus World Tour is part of a global drive for change. In December 2006, the United Nations passed a resolution acknowledging the global threat of the diabetes epidemic. This is the first time the world has acknowledged that a non-infectious disease poses as serious a threat to world health as infectious diseases like HIV/AIDS, Tuberculosis and Malaria. The Resolution is a key milestone in the fight against diabetes.

The Changing Diabetes Bus World Tour supports the UN Resolution on diabetes and will contribute to raising awareness about diabetes among one billion people around the world. It also encourages governments across the globe to introduce more aggressive measures for diabetes education, prevention and care.

### **A GLOBAL EPIDEMIC**

The incidence of diabetes is rising dramatically worldwide. In Canada, more than two million people have diabetes and this number is expected to rise to three million by the end of the decade.<sup>4</sup> In response to the dramatic rise of this disease, the United Nations has recently passed a resolution acknowledging diabetes as a global epidemic that requires urgent action.

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The cost of diabetes to Canadian society is on the rise from \$9-billion in 1998 to approximately \$13.2-billion in 2002.<sup>5</sup> The cost is expected to increase to \$15.6-billion by 2010.<sup>6</sup>

### **ABOUT NOVO NORDISK CANADA INC.**

Novo Nordisk is a healthcare company and a world leader in diabetes care and biopharmaceuticals. Novo Nordisk manufactures and markets pharmaceutical products and services that make a significant difference to patients, the medical profession and society. Novo Nordisk's business is driven by the Triple Bottom Line: a commitment to economic success, environmental soundness, and social responsibility to employees and customers.

The company's 80-year history of diabetes care innovation and achievement originated in Canada where insulin was discovered. With headquarters in Denmark, Novo Nordisk has more than 23,500 full-time employees in 79 countries, and markets its products in 179 countries. Novo Nordisk's B shares are listed on the stock exchanges in Copenhagen and London. Its ADRs are listed on the New York Stock Exchange under the symbol 'NVO'. For more information, visit [www.novonordisk.com](http://www.novonordisk.com).

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<sup>1</sup> International Diabetes Federation. *Facts and figures*. Available at: [www.idf.org](http://www.idf.org). Accessed on: March 14, 2007.

<sup>2</sup> Canadian Institutes of Health Research. *Diabetes*. Available at: <http://www.cihr-irsc.gc.ca/e/28896.html>. Accessed on: March 14, 2007.

<sup>3</sup> Canadian Institutes of Health Research. *Diabetes*. Available at: <http://www.cihr-irsc.gc.ca/e/28896.html>. Accessed on: March 14, 2007.

<sup>4</sup> Canadian Diabetes Association. *The Prevalence and costs of Diabetes*. Available at: [http://www.diabetes.ca/Section\\_About/prevalence.asp](http://www.diabetes.ca/Section_About/prevalence.asp). Accessed on: March 14, 2007.

<sup>5</sup> Canadian Diabetes Association. *Diabetes: An investment for the future health of Canadians*. Available at: [www.diabetes.ca](http://www.diabetes.ca). Accessed on: March 14, 2007.

<sup>6</sup> Canadian Diabetes Association. *Diabetes: An investment for the future health of Canadians*. Available at: [www.diabetes.ca](http://www.diabetes.ca). Accessed on: March 14, 2007.



## **CHANGING DIABETES BUS**

### **~ BACKGROUNDER ~**

Launched by Novo Nordisk, the Changing Diabetes Bus is travelling across the globe to raise awareness about diabetes and diabetes prevention and to encourage people to take action and get involved to change the future of diabetes.

Travelling to countries in Europe, Asia and North America over a period of 18 months, the bus is open to everyone and will stop at schools, hospitals, libraries and parliaments. The bus will be touring Canada during May and June, 2007 – with stops in Vancouver, Edmonton, Calgary, London, Toronto, Ottawa, Montreal and Halifax.

### **A LOOK INSIDE THE BUS**

The Changing Diabetes Bus offers a variety of interactive and educational activities to educate people about diabetes, including: DVD recordings and testimonials where visitors can share opinions on what they would change in the area of diabetes; a mirror park; and a young voices and kids' corner dedicated to children and adolescents with diabetes.

### **CHANGING DIABETES ACROSS THE GLOBE**

As part of the global drive for change, the Changing Diabetes Bus supports the United Nations Resolution on Diabetes. In December 2006, the United Nations passed a resolution acknowledging the global threat of the diabetes pandemic. This is the first time governments have acknowledged that a non-infectious disease poses as serious a threat to world health as infectious diseases like HIV/AIDS, Tuberculosis and Malaria.

## **CHANGING DIABETES BUS BACKGROUNDER/2**

The Changing Diabetes Bus will contribute to raising awareness about diabetes among one billion people and encourage governments across the globe to introduce more aggressive measures for diabetes education, prevention and care.

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