

**TRUE BLUE:
CANADIAN LANDMARKS WILL BE AWASH IN BLUE THIS
NOVEMBER 14TH**

~ CN Tower, Niagara Falls, Parliament Hill light up for World Diabetes Day ~

TORONTO, Ontario (November 14, 2007) – Every ten seconds, somewhere in the world, two people develop diabetes. On November 14, Canadians will be seeing blue as prominent Canadian landmarks will be illuminated with blue light, in celebration of the first-ever United Nations-recognized World Diabetes Day.

Three of Canada’s most recognizable landmarks – the CN Tower, Niagara Falls, and the Peace Tower on Parliament Hill – will be illuminated in blue light as part of the Canadian Diabetes Association and Juvenile Diabetes Research Foundation’s contribution to the international celebration for World Diabetes Day. The events will help raise awareness about the severity and impact of the global threat of diabetes on Canada’s population.

“As a member of the International Diabetes Federation, the Canadian Diabetes Association helped pass the landmark United Nations Resolution on Diabetes – recognizing the disease as a global threat and November 14 as World Diabetes Day. As an expert in diabetes research, education, service and advocacy in Canada, we lead the charge to increase awareness of diabetes and its complications – a role we take very seriously,” says Michael Howlett, President and CEO, Canadian Diabetes Association. “With millions affected and millions more at risk, we’re faced with the impacts of this global epidemic every day in this country. I urge all Canadians to get serious about diabetes – the time to act is now.”

“World Diabetes Day 2007 focuses on children and adolescents, demonstrating that our youngest community is not immune to diabetes’ impact, whether they were born with type 1 diabetes or are at risk of developing type 2” says Aubrey Baillie, Chair of the Board of Directors, Juvenile Diabetes Research Foundation. “Canadians must continue to work on their behalf for care, treatment, education – and a cure.”

LANDMARKS LIGHT UP BLUE TO CELEBRATE WORLD DIABETES DAY/2

Diabetes is a leading cause of heart disease, kidney failure, amputation and blindness, and kills more than 40,000 people per year.¹ Canadian adults with diabetes are twice as likely to die prematurely, compared to persons without diabetes.²

“World Diabetes Day focuses attention on the need for stronger prevention efforts and better care for people with diabetes,” says Vince Lamanna, President of Novo Nordisk Canada. “Diabetes rates are rising and will continue to rise unless we all make healthier lifestyle choices that can help prevent the disease.”

UNITING FOR CHANGE

World Diabetes Day is part of Unite for Diabetes, a global campaign that aims to raise awareness about the seriousness of diabetes.

The International Diabetes Federation launched the Unite for Diabetes campaign last year and in December 2006 secured a United Nations Resolution on Diabetes. The Resolution acknowledged, for the first time, the global threat of the diabetes epidemic.

A blue circle is the official symbol used to represent World Diabetes Day and the Unite for Diabetes campaign. To recognize the great success of the campaign and spread the word about diabetes and diabetes prevention, thousands of people around the world will join hands to form human blue circles, and iconic sites and buildings will be illuminated in blue.

IT’S GOOD TO BE BLUE

In addition to the illumination of the CN Tower, Niagara Falls, and the Peace Tower on Parliament Hill, the Canadian Diabetes Association and/or the Juvenile Diabetes Research Foundation will be hosting activities in communities across the country to celebrate the first UN-recognized World Diabetes Day. Events will be taking place at the following locations:

- British Columbia – Robson Square, Vancouver; Banting Middle School, Coquitlam
- Alberta – University of Alberta, Edmonton
- Manitoba – Winnipeg Public Library, Winnipeg
- Ontario – Banting House National Historic Site of Canada, London; St. Michael’s Majors hockey game, Hershey Centre, Mississauga

LANDMARKS LIGHT UP BLUE TO CELEBRATE WORLD DIABETES DAY/3

IT'S GOOD TO BE BLUE CONT'D

- Quebec – Le Windsor, Montreal
- Nova Scotia – Parade Square and Trade & Convention Centre Rally; MLA reception, Halifax; Halifax World Trade and Convention Centre
- Newfoundland and Labrador – Confederation Building, St. John's

“I’m excited to be a part of the inaugural World Diabetes Day and the events that have been organized to raise awareness amongst Canadians about diabetes and the role of healthy eating and exercise in preventing this disease,” says Michael Jacoby, Youth Advocate for the Canadian Diabetes Association. “I believe that it’s important for parents and children to collectively get involved and educate themselves about diabetes and personal wellness so that they can take action on their own behalf.”

To learn more about World Diabetes Day and view a complete list of landmarks being lit in blue, visit www.worlddiabetesday.org.

A GLOBAL EPIDEMIC

The incidence of diabetes is rising dramatically worldwide. Globally, diabetes affects 246 million people worldwide and is expected to rise to 380 million by 2025.³ 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.⁴

Canada has the third highest occurrence rate of type 1 diabetes in children 14 years or younger in the world with an occurrence rate that is rising by 3 - 5% per year; the greatest rise occurs in 5 - 9 year olds.⁵

The cost of diabetes to Canadian society is on the rise from \$9 billion in 1998 to approximately \$13.2 billion in 2002.⁶ The cost is expected to increase to \$15.6 billion by 2010.⁷

LANDMARKS LIGHT UP BLUE TO CELEBRATE WORLD DIABETES DAY/4

ABOUT CANADIAN DIABETES ASSOCIATION

The Canadian Diabetes Association works to prevent diabetes and improve the quality of life for those affected by diabetes, through research, education, service and advocacy. With a presence in more than 150 communities, the Canadian Diabetes Association's strong network of assistance includes volunteers, employees, healthcare professionals and partners. To learn more, visit www.diabetes.ca or call 1-800-BANTING (226-8464).

ABOUT JDRF

JDRF Canada was founded in 1974 by the parents of children with type 1 diabetes - a disease that strikes children, adolescents, and adults suddenly, makes them insulin dependent for life, and carries the constant threat of devastating complications. In 2006, JDRF Canada provided \$6.3 million to diabetes research. Internationally, JDRF is responsible for more than \$1 billion in direct funding of research worldwide since it was founded. JDRF's mission is constant: to find a cure for diabetes and its complications through the support of research. For more information please visit www.jdrf.ca.

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.

LANDMARKS LIGHT UP BLUE TO CELEBRATE WORLD DIABETES DAY/5

ABOUT CN TOWER

Defining the Toronto skyline, at a height of 553.33 m (1,815 ft., 5 inches), the CN Tower is a Canadian icon, an engineering Wonder of the Modern World, an important telecommunications hub, internationally acclaimed entertainment and dining destination and Toronto's "must see" attraction visited by approximately 2 million people each year www.cntower.ca.

A B-ROLL WILL BE AVAILABLE VIA SATELLITE AT THE FOLLOWING TIMES:

Wednesday, November 14, 2007

10:30 -11:00 and 14:00 - 14:30 firm, Eastern,
Anik F2C/7B @ 111.1 West
Vertical Polarization, D/L Freq. 3980 MHz.
Audio subcarriers 6.8 left, 6.2 right

Available at Toronto T.O.C. at the same times:

SDI Router Position # 42

FOR FURTHER INFORMATION OR TO COORDINATE AN INTERVIEW, PLEASE CONTACT:

Jeremy Brace Canadian Diabetes Association 416-408-7146 jeremy.brace@diabetes.ca	Whitney Binns/Jennifer Goode for CDA Edelman 416-979-1120 ext. 257/230 whitney.binns@edelman.com / jennifer.goode@edelman.com	Angela Baker for JDRF Hill & Knowlton 416-413-4750 angela.baker@hillandknowlton.ca
---	---	---

¹ Canadian Institutes of Health Research. *Diabetes*. Available at: <http://www.cihr-irsc.gc.ca/e/28896.html>. Accessed on: March 14, 2007.

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

³ Diabetes Atlas, third edition, International Diabetes Federation 2006. Available at: www.worlddiabetesday.org. Accessed on: November 2, 2007.

⁴ Canadian Diabetes Association. *The Prevalence and costs of Diabetes*. Available at: http://www.diabetes.ca/Section_About/prevalence.asp. Accessed on: March 14, 2007.

⁵ Juvenile Diabetes Research Association, *Life with Diabetes*, Available at <http://www.jdrf.ca>. Accessed on: November 5, 2007

⁶ Canadian Diabetes Association. *Diabetes: An investment for the future health of Canadians*. Available at: www.diabetes.ca. Accessed on: March 14, 2007.

⁷ Canadian Diabetes Association. *Diabetes: An investment for the future health of Canadians*. Available at: www.diabetes.ca. Accessed on: March 14, 2007.