

press release

Team Novo Nordisk, the world's first all-diabetes professional cycling team, races in Tour de Beauce

QUÉBEC, June 4, 2014 /CNW/ – Team Novo Nordisk, the world's first all-diabetes professional cycling team, is set to compete in the Tour de Beauce, starting in Sainte-Justine on Wednesday, June 11 and finishing in St. Georges on Sunday, June 15.

The men's professional cycling team is at the forefront of Team Novo Nordisk, a global all-diabetes sports team of cyclists, triathletes and runners. The team's mission is to inspire, educate and empower people affected by diabetes.

The Tour de Beauce will be a 643.3 km race over five days in and around Québec City. Last year at Tour de Beauce, during their first season as an all-diabetes cycling team, they had a podium finish in stage 1 and placed tenth overall.

French-speaking riders Nicolas Lefrancois and Charles Planet will be racing as part of the squad. Nicolas LeFrancois, 26, joins Team Novo Nordisk following a breakout 2013 season with L'Etoile Sportive Torigni where he won stage 3 at the Tour du Mortainais in April. He was also runner-up at the Tour of Rwanda prologue in November. "I'm not a pro cyclist because I have diabetes. I've proven I can compete with all the other riders," said Nicolas.

In his first year with Team Novo Nordisk, celebrated mountain bike and cyclocross rider Charles Planet, 20, is looking to gain similar accolades on the road. Planet, the current Lorraine mountain bike and cyclocross champion, was part of the winning squad at the 2013 French National Mountain Bike Team Relay Championship. "If you face the challenge of diabetes with strength, then you'll succeed in achieving your greatest dreams," said Charles. "I am a professional cyclist because I have diabetes; I'm living proof to never abandon your dreams."

During stage 4 of the race in Quebec City on Saturday, June 14th, Team Novo Nordisk representatives will be on site at the start/finish line with giveaways and information on how Team Novo Nordisk is Changing Diabetes®. Stop by the tent to show your support, learn more and to pick up your Team Novo Nordisk gear.

"Each race is our opportunity to grow in strength and demonstrate to the world that when you have diabetes you can still follow your dreams," said Phil Southerland, co-founder and CEO, Team Novo Nordisk. "This is our second season racing as an all-diabetes team and we have high ambitions. We hope to perform well and inspire and empower more people affected by diabetes to take control of their condition and pursue their dreams."

The timings, results and full details of all races will be reported on teamnovonordisk.com, and supporters can also follow the team on facebook.com/TeamNovoNordisk, twitter.com/TeamNovoNordisk or on Instagram with hashtag #changingdiabetes.

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"Novo Nordisk is very proud of the unique Team Novo Nordisk partnership. As part of our long-standing Changing Diabetes® program, the athletes are raising awareness of the diabetes pandemic and inspiring millions of people affected by diabetes around the world," said Jakob Riis, executive vice president, Marketing & Medical Affairs, Novo Nordisk.

Team Novo Nordisk

The Team Novo Nordisk professional men's cycling team roster for 2014 in Quebec includes:

Joonas Henttala (Finland), Nicolas Lefrancois (France), David Lozano Riba (Spain), Javier Megias Leal (Spain), Charles Planet (France) and Martijn Verschoor (The Netherlands).

About Changing Diabetes®

Today, 382 million people are living with diabetes, which is predicted to rise to 592 million in less than 25 years.¹ By 2020 it is expected that 3.7 million Canadians will be diagnosed with diabetes in Canada; 9.9 per cent of the population.² Changing Diabetes® is the Novo Nordisk global commitment to improve conditions for the millions of people who live with diabetes around the world today, and those who are at risk of developing diabetes tomorrow.

About Novo Nordisk

Headquartered in Denmark, Novo Nordisk is a global healthcare company with 90 years of innovation and leadership in diabetes care. The company also has leading positions within haemophilia care, growth hormone therapy and hormone replacement therapy. Novo Nordisk employs approximately 38,000 employees in 75 countries, and markets its products in more than 180 countries. For more information, visit novonordisk.ca.

Notes to editor:

Team biographies, backgrounder and photography available on request.

References:

1. International Diabetes Federation. IDF Diabetes Atlas, 6th Edition, 2013 Update. Brussels, Belgium: International Diabetes Federation. Available from: <http://www.idf.org/diabetesatlas>. Last accessed: January 2014.
2. An economic tsunami, the cost of diabetes in Canada. Canadian Diabetes Association. Available from: <http://www.diabetes.ca/CDA/media/documents/publications-and-newsletters/advocacy-reports/economic-tsunami-cost-of-diabetes-in-canada-english.pdf>. Last accessed: May 2014.

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