



press release

ATHLETE WITH TYPE 1 DIABETES TO FINISH 7500KM RUN ACROSS CANADA IN VANCOUVER ON WORLD DIABETES DAY, NOVEMBER 14TH

Sebastien Sasseville will end nine-month journey at Stanley Park's Second Beach

November 12, 2014 – Covering nearly 7500 km from coast to coast and completing the equivalent of 180 back-to-back marathons, Sebastien Sasseville, an endurance athlete living with type 1 diabetes, will end his epic run across Canada in Vancouver, British Columbia on Friday, November 14, World Diabetes Day.

He will run his final kilometers into historic Stanley Park, reaching the shores of the Pacific Ocean after nine months on the road battling rain, sleet, ice and snow, and more than 30,000 feet of climbing through the Canadian Rockies.

Sasseville began his journey to "Outrun Diabetes" on February 2nd in St. John's, Newfoundland with a mission to inspire, educate and empower the more than three million Canadians living with diabetes and encourage people to live life to the fullest.

"All of us have the capacity to do extraordinary things," says Sasseville. "This run was all about showing people that obstacles can be overcome. Whether it's diabetes or any other hurdle we face in our lives, we can still pursue our dreams. Running across Canada was the most difficult challenge of my life and every step was fueled by the thousands of incredible people along the way who were inspired by the message."

Sasseville was diagnosed with type 1 diabetes at the age of 22 and prior to his diagnosis, he had never been an athlete or even exercised regularly. The diabetes diagnosis transformed his life and empowered him to take control of his health and properly manage his condition. Today, at 35, he is a six-time Ironman triathlete, has raced across the Sahara Desert and is the first Canadian with type 1 diabetes to reach the summit of Mount Everest.

Sasseville's route included stops in Halifax, Moncton, Quebec, Montreal, Ottawa, Windsor, Toronto, Winnipeg, Regina, Saskatoon, Edmonton, and Calgary, hosting dozens of community events along the way to increase awareness and connect with

people across the country affected by diabetes. His entire journey is chronicled in a 15-episode digital series, available online at: <http://outrun.canoe.ca/>.

Sasseville is a resident of Quebec City and has a communications degree from Laval University in Quebec. He is a frequent public speaker, and has delivered over 200 keynote addresses across North America since 2005. He is also a member of Team Novo Nordisk, a global all-diabetes sports team of cyclists, triathletes and runners.

Outrun Diabetes is generously supported by Team Novo Nordisk, Novo Nordisk, Animas Canada, Lifescan Canada, JDRF and Biotherm Homme.

For more information about Sebastien Sasseville and Outrun Diabetes, please visit: www.outrundiabetes.ca

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