

Public Service Announcement

November 14, 2011

World Diabetes Day- November 14, 2011

Commemorated since November 2007 as an official United Nation's World Health Day – World Diabetes Day takes place every November 14, bringing together millions of people in more than 160 countries to raise awareness of diabetes.

This year, the Juvenile Diabetes Research Foundation and the Alberta Diabetes Foundation, in partnership with the Calgary Municipal Land Corporation will celebrate the 90th anniversary of the discovery of insulin by lighting up Calgary's Langevin Bridge (which spans the Bow River between 4th avenue downtown and Memorial drive), with 5,600 blue programmable lights in honor of World Diabetes Day.

Over 300,000 Canadian children and adults live with type 1 diabetes (9% of the Canadian population). According to the International Diabetes Foundation, the worldwide population affected by diabetes (both type 1 and type 2 diabetes) is now 285 million, and will rise to 435 million by 2030.

For more information about the Juvenile Diabetes Research Foundation, the Alberta Diabetes Foundation or World Diabetes Day please visit us online www.jdrf.ca or www.afdr.ab.ca

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