



Edmonton 2007



Banting House 2007

# November 14 - Victoria Joins the World Diabetes Day Circle



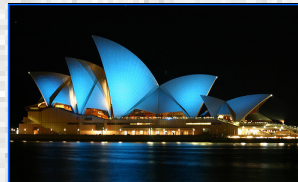
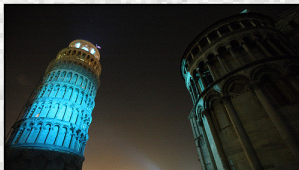
Columbia 2007

Created in 1991 by the World Health Organization (WHO) and the International Diabetes Federation to raise awareness of the international escalation of Diabetes, World Diabetes Day became an official United Nations World Health Day in 2006. The date, **November 14**, was chosen because it is the birthday of Insulin discoverer, **Sir Frederick Banting**.

## JDRF YOUTH AMBASSADORS TAKE THE BLUE-LA HOOP CHALLENGE TO THEIR SCHOOLS

On November 14, thousands of Canadians will pick up whimsical, blue branded hoola-hoops and hoop it up for diabetes. Hoopers will be participating in a series of Blue-La Hoop events that are taking place across Canada to mark United Nations World Diabetes Day and to raise awareness of diabetes and the 2.4 million Canadians (7.2%) who live with this chronic disease. Blue hoola-hoops were chosen as inspiration for the event as a blue circle is the international symbol for diabetes and the symbol for World Diabetes Day.

In Victoria, JDRF Youth Ambassador Nicholas Schoep will start the hoops spinning at **St. Michaels University School** Gym from 10:10 am to 11:00 am. In the afternoon JDRF Youth Ambassador William Noden & schoolmate Elizabeth Auden will take up the hoops at **St. Andrews School** Gym from 1:00-1:30 pm



**World Diabetes Day 2007** saw over 300 World Monuments lit in blue. The 2008 international target was to light 500 monuments, and currently over 573 monuments have been committed including Victoria's own **Johnston Street Bridge**.



Go to [www.worlddiabetesday.org](http://www.worlddiabetesday.org) for more information and amazing pictures



**JDRF AND CDA WANT YOU TO JOIN THEM ON NOVEMBER 14 WHEN THEY ADD THE JOHNSTON STREET BRIDGE TO THE 2008 WORLD DIABETES DAY MONUMENTS**  
Starting at 4:30, we'll be assembling at the south-east side of the bridge in front of the Northern Junk store to light up the night. Bring blue candles if you have them and your enthusiasm—it's going to be a special night.

The Johnson Street Bridge is a perfect choice as our contribution to World Diabetes Day as it symbolizes the link between two communities (those living with diabetes and those who do not have diabetes). The Blue Bridge represents strength and perseverance in the face of the Diabetes Pandemic. It reminds us that all people with Diabetes experience daily ups and downs (highs and lows). The colour blue above the bridge reflects the sky that links all nations united against the Diabetes Pandemic. The frigid blue water below the bridge represents the cold reality that millions of people must test their blood and take medication or insulin daily. The bridge itself is a symbolic gateway to the Diabetes cure.

**November 14th** is the day the world stands united in determination to find a cure for Diabetes: **4:30-5:30 pm** is Victoria's hour to shine our blue light into the night.

**FOR MORE INFORMATION, CONTACT GAYLIA AT [VICTORIA@JDRF.CA](mailto:VICTORIA@JDRF.CA)**