



**Nishnawbe Aski Nation**

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**CANADIAN  
DIABETES  
ASSOCIATION**

**ASSOCIATION  
CANADIENNE  
DU DIABÈTE**

## **NEWS RELEASE**

**Wednesday September 12, 2007**

**FOR IMMEDIATE RELEASE**

### **NAN MEMBERS TO RAISE FUNDS FOR DIABETES AWARENESS**

**THUNDER BAY:** Former Nishnawbe Aski Nation (NAN) Grand Chief Bentley Cheechoo announced today his plans to lead three First Nation youth in the 2007 Honolulu Marathon as part of Team Diabetes Canada's first ever First Nation team from Northern Ontario.

"The government programming just isn't there in terms of education and prevention of this disease," said former NAN Grand Chief (1988-1994) Bentley Cheechoo who lives with Type 2 diabetes controlled by diet and exercise. "There needs to be comprehension among the Aboriginal community, starting with translation of educational materials, of what this disease does to you and how you can prevent it from doing more harm than it needs to. We're not going to eradicate it, but we can minimize its impact."

Cheechoo will walk 10 km December 9, 2007 with Anthony Esquega (22) from Gull Bay First Nation and Stacey Fiddler (22) and Brandon Goodman (23) from Sandy Lake First Nation to encourage First Nation youth to live healthier lifestyles.

The team will fundraise over \$37,000 to support diabetes research, education, services, and advocacy, while acting as peer role models by training, eating healthy, and educating their communities about diabetes.

"It can take several years to improve the health of a community or population, however this First Nation team will create a brighter future for diabetes not only in Ontario, but across the country by encouraging youth to take a proactive approach to chronic disease management," said Team Diabetes Coordinator Northwest Tiffany Miller.

Currently two million Canadians live with diabetes – a number expected to increase dramatically by 2010. Due to various factors, including lack of access to healthy foods, proper educational and recreational programs, and high rates of obesity, these rates are five times higher among Aboriginal Canadians.

"By supporting this First Nation team, we're supporting the effort to educate and enhance awareness among Aboriginal Canadians, while at the same time raising funds for research in hopes of reaching the ultimate goal of one day finding a cure for diabetes," said NAN Deputy Grand Chief Alvin Fiddler who ran the 2004 Dublin Marathon as part of Team Diabetes Canada.

MORE...

Current regional sponsors of Team Diabetes Canada include Fresh Air Experience, Sportop Marketing, Fitness Plus & Dougall Media. The Northwestern Ontario First Nations Team is currently sponsored by Constance Lake First Nation, the Dreamcatcher Fund, and Nishnawbe Aski Nation.

For more information regarding sponsorship please contact Team Diabetes Coordinator Tiffany Miller or mail contributions directly to the Canadian Diabetes Association, C/O Team Diabetes, First Nations Team, #501-200 S. Syndicate Avenue, Thunder Bay, ON P7E 1C9 or pledge Bentley Cheechoo for the 2007 Honolulu Marathon at [www.teamdiabetes.ca](http://www.teamdiabetes.ca)

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**For more information please contact visit [www.teamdiabetes.ca](http://www.teamdiabetes.ca) or contact:**

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