

## **READY, SET, GO! NORTHERN RESIDENTS HIT THE GROUND RUNNING**

**Winnipeg, May 29, 2013** – The North West Run for Diabetes is heading coast-to-coast this year, bringing its 2.5K Kids Fun Run, 5K Walk and a 5K Run to 124 northern communities across Canada.

The 2013 North West Run for Diabetes kicked off on May 18<sup>th</sup> in Inuvik with over 140 participants of all ages.

“We are exceptionally pleased with how our first-ever Inuvik North West Run for Diabetes went,” said Matt Clark, NorthMart Inuvik Store Manager. “We continue to hear from people who appreciated the run/walk and what we are doing, and many customers have made suggestions for next year.”

Twenty-six additional North West Run for Diabetes events are scheduled throughout the summer and fall, with the remaining 97 communities taking part in a simultaneous cross-country run on September 7<sup>th</sup>.

“Diabetes is a disease that hits close to home for many of the community members in Patuanak. This run is important to raise awareness about the disease, and also to honour those who have lost their lives to diabetes,” said Dennis Delaire, Northern Patuanak Store Manager, adding that the community also plans to hold a community feast after the event.

The North West Run for Diabetes was created in partnership with the Canadian Diabetes Association (CDA) using funds raised by Northern and NorthMart staff and community members through various events.

For all the latest training and running tips/videos, healthy recipes to energized, inspirational quotes to stay motivated prior to run day participants can check out the North West Run for Diabetes Facebook group.

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### **Our Community Promise**

We strive to help make a positive, progressive difference within each community we serve. Since 1992, more than 175 Team North West participants raised over \$2 million in support of physical activity, nutrition and diabetes research.

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