

Small Steps Toward Better Health

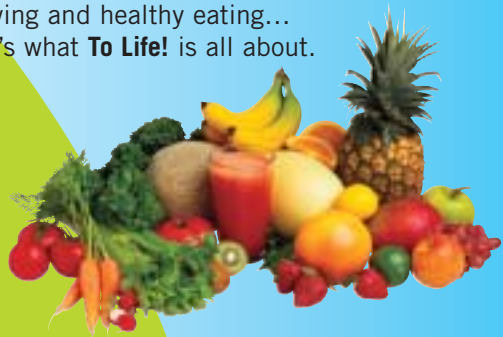


Why is it so important to make little changes in how you live? Because when it comes to health, little things add up... and the result can be a longer, happier, healthier life.

Type 2 diabetes is a devastating disease that you can develop through unhealthy eating habits and inactivity. It can lead to serious complications, like kidney disease, heart disease, stroke, and even limb amputation and blindness. A few small changes in your life can reduce your risk of developing type 2 diabetes.

In Manitoba alone, more than 55,000 people have been diagnosed with diabetes. And many more go undiagnosed and untreated. The Canadian Diabetes Association supports people living with diabetes. But providing support to people who already have diabetes isn't enough – we want to help people reduce their risk factors. That's why we've created **To Life!**

The good news is that type 2 diabetes can be prevented and people living with it can learn to control it. It's a matter of balancing active living and healthy eating... and that's what **To Life!** is all about.



How to Register

It only takes a few minutes to register you and your **SuperFan** for **To Life!**

It's ABSOLUTELY FREE... and best of all, you'll be taking small steps toward better health and reducing your risk for type 2 diabetes.

Just call:
204 925.3800
(Winnipeg)

1 800 226.8464
(Toll-Free in Manitoba)

Or visit:
www.tolife.ca

Here's to better health!
Here's to partnership!
Here's To Life!...
for a healthy active life!

Know who to turn to



Here's TO LIFE!

Partnering for Wellness



What Two Can Do



Want to lead a healthier, more active life and reduce your risk of developing type 2 diabetes? Here's your first exercise: find a partner to be your **SuperFan**.

To Life! is a new, absolutely FREE program where the focus is on partnering for wellness. We all do better when we've got someone on our team cheering for us, working toward the same goal and challenging us to keep going. So it makes sense that if we all had a **SuperFan**, making healthier choices

in life would be much easier, whether your **SuperFan** is your spouse, your child, your friend, your neighbour or someone else.

Making healthy choices doesn't have to mean making huge, dramatic changes. It can mean getting off the bus a block sooner so you can walk the rest of the way. It can be choosing carrots instead of cookies. It can mean a little less "Prime Time" and a little more Activity Time. What you do is really up to you, as long as you do it consistently... and with your **SuperFan**, you're more likely to be consistent.





Keep Your Eyes on the Prize

Good health in the future is a good incentive for making small changes to your lifestyle right now.

But, if that were enough, you'd already be doing it. That's why **To Life!** offers the chance to win the **To Life!** Prize Package. In addition, you'll get the opportunity to partner for wellness and an information kit to help.

When you and your **SuperFan** sign up for **To Life!**, you agree to motivate each other to make healthier choices for at least three months. Make a healthy choice. Put in some effort. Cheer your partner on – and your partner will do the same. Then you both record your healthy choices in your **To Life!** Daily Trackers. You and your **SuperFan** will be able to monitor each other's progress and celebrate the everyday victories you share.

Your completed Daily Tracker will also make you eligible for the Prize Draw. But more importantly, you'll be on your way to developing healthy habits that will change your life – and that's a prize that lasts a lifetime.



Rules of the Game



1 You must register with a partner any time between May 5th, 2002 and February 5th, 2003 – you'll become each other's **SuperFan** for the length of your commitment to the program.

2 After participating for three consecutive months, you and your partner can renew your registration. Each time you participate for three months, your names are entered into the prize draw. This means if you've registered on or before May 5th, 2002 – and renew your registration quarterly – you can be entered as many as four times!

3 When you register, you need to tell us about the healthy choice you'll be trying to make a regular part of your life. Think of something simple, like gardening, walking the dog or eating more vegetables. This doesn't mean that you can't do other things as well, but it will help get you started. You should also consider consulting with your physician before making lifestyle changes.

4 If you are one of the first 5,000 teams to register, you will receive a **To Life!** Kit in the mail containing your **To Life!** Daily Trackers and other valuable information. When you and your partner have completed your first three consecutive months and mailed in your Prize Entry Form, you will receive Exclusive **To Life!** **SuperFan** Pins.

5 If you are not one of the first 5,000 teams, you and your partner can still register by accessing **To Life!** information online. You won't receive a kit in the mail or pins, but you can still qualify for a second prize package by completing the online Prize Entry Form.

6 Prize Winners will be determined by random draw. If you win, you and your partner must present your completed **To Life!** Daily Trackers to collect the prize. Employees of the Canadian Diabetes Association, Youville Centre, Health Canada and Direct Focus Marketing Communications and their immediate families are not eligible for prizes.



TO LIFE!
VIVE la VIE!