



Engage your employees to Lace Up

Rally your employees as a **BLUE CREW** to Lace Up by moving and fundraising in support of the more than 4 million people in Canada living with diabetes. This year, we are challenging our teams to Lace It Up, Light it Up and Live it Up at one of our in-person or virtual events. We encourage you to start a corporate team and join us!

Here are some ideas for how you can empower your teams:



Create friendly competition and challenge departments or locations to go head-to-head with their fundraising and get them excited for the upcoming events!



Provide movement time to employees to give them the opportunity to train for the 5k. This could be a set amount of time per day or per week.



Offer perks and rewards to encourage participation and fundraising. Collaborate with your employee health and wellness team to host internal contests with prizes like team lunches, time off or dinner with the boss.



Match donations collected by employees or donate a certain amount for each step taken on one special day to demonstrate corporate social responsibility by supporting an initiative for the more than 4 million people in Canada living with diabetes or prediabetes.

Diabetes Canada is here to help! We can support you and your team by offering:

- Meetings with a Diabetes Canada representative to help you plan.
- Fundraising tools to you and your employees.

Why should you choose to Lace Up?

Someone in Canada is diagnosed with diabetes every 3 minutes.

With your support, Diabetes Canada is working towards our vision of a world free of the effects of diabetes to:



Improve

the quality of life of people living with diabetes.



Share knowledge

and connect with individuals and healthcare professionals.



Advocate

through public policy such as the new Framework for Diabetes.



Fund research

to improve treatments and find a cure to end diabetes.

Plus, regular physical activity helps:

- Prevent sugar from building up in your blood.
- Lower your blood pressure (since your muscles use sugar for energy).
- Reduce your risk of developing type 2 diabetes.

Join us and start your team today

Go to laceup.diabetes.ca and select between our in-person, community champion and virtual events. Once ready, choose the team option, finalize your team and company pages, and get ready to Lace Up for the more than 4 million people in Canada living with diabetes.

Did you know?

According to Health Canada, employees' work performance can be improved by four to 15 percent through participation in regular physical activity.

