

MEDIA ADVISORY

BC PLACE TO GLOW IN A CIRCLE OF BLUE FOR WORLD DIABETES DAY

Vancouver, **BC**: BC Place is helping the Canadian Diabetes Association create awareness for World Diabetes Day by lighting the Northern Lights Roof Display in a circle of blue light on November 14.

BC PLACE NORTHERN LIGHTS DISPLAY GLOWING A CIRCLE OF BLUE FOR WORLD DIABETES DAY, NOVEMBER 14

Date: Thursday, November 14, 2013
Time: MORNING 6.00AM to sunrise
EVENING Sunset to 11:00PM

About World Diabetes Day

World Diabetes Day (WDD) is celebrated every year on November 14, the birthday of Sir Frederick Banting. The World Diabetes Day campaign is led by the International Diabetes
Federation (IDF) and its member associations. It engages millions of people worldwide in diabetes advocacy and awareness during November, which is also Diabetes Awareness Month. Diabetes Education and Prevention is the World Diabetes Day theme for the period 2009-2013. For information about Diabetes Awareness Month, visit fightingdiabetes.ca or contact:

Randi Gill, Communications Manager Canadian Diabetes Association Tel: (204) 925-3800, ext. 234 Email: randi.gill@diabetes.ca

About the 'Northern Lights' at BC Place

The stadium roof façade – known as the Northern Lights Display - uses 1700 'ETFE' panels, stacked four rows high, and 6,800 linear feet of energy-efficient LED lights to create customizable lighting displays. BC Place has used the entire roof to promote specific events, create seasonal displays and raise awareness for community and charitable organizations.

About BC Place

BC Place Stadium is the largest multipurpose venue of its kind in the province of British Columbia. An architectural signature for the province, BC Place hosts sports, exhibitions and entertainment on a year-round calendar of live events. BC Place is proud to be home to the BC Lions Football Club, Vancouver Whitecaps FC and the BC Sports Hall of Fame. For updates and information about BC Place, follow @BCPlace or visit www.bcplace.com.

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