



FOR IMMEDIATE RELEASE



DE DUTCH CELEBRATES WORLD DIABETES DAY, NOVEMBER 14TH

Surrey, BC (November 10, 2009) All 19 locations of De Dutch Pannekoek House restaurants are delighted to celebrate World Diabetes Day on November 14th as a special component of the restaurant's month-long fundraising campaign for diabetes. On Saturday, November 14th, all De Dutch restaurants will award each De Club member who dines at De Dutch that day with an additional 19.22 De Club points to commemorate the discovery of insulin in 1922.

The De Club program is De Dutch's loyalty program with almost 30,000 members in BC and Calgary that rewards its members with one point for every one dollar spent in the restaurant. Once a De Club member accumulates 125 points, the member automatically receives a \$10 credit to use towards their next dining experience at any De Dutch location. Customers who visit the restaurant on World Diabetes Day and are not yet a De Club member can easily join that day and start receiving the benefits by simply filling out a De Club application form at any De Dutch location and providing the one-time membership fee of \$5.

World Diabetes Day (WDD) is the primary global awareness campaign of the diabetes world and is celebrated on November 14th to mark the birthday of Frederick Banting who, along with Charles Best, first conceived the idea which led to the discovery of insulin in 1922. It was introduced in 1991 by the International Diabetes Federation (IDF) and the World Health Organization (WHO) in response to the alarming rise in diabetes around the world.

During the entire month of November, patrons of De Dutch Pannekoek House can make a donation at any of the restaurant locations or join Team Diabetes to walk or run in Reykjavik or Rio. They can also attend a free no-obligation Information Night about Team Diabetes on Tuesday, November 24th at 6:00 pm at the De Dutch's Strawberry Hill location in Surrey (7310-120th Street) or on Monday, November 23rd at 6:30 pm at the De Dutch location in Calgary (Unit 234-4916-130th Avenue SE). During these Information Nights, Bill Waring, President of De Dutch and avid Team Diabetes participant will share his experiences as a member of Team Diabetes; a variety of free educational material will be available; and, guidance and tips will be provided about joining and supporting Team Diabetes. RSVP for the Information Night in Surrey to rebecca.taylor@diabetes.ca or phone: 604.732.1331 x 246, and RSVP for the Information Night in Calgary to wendy.osmond@diabetes.ca or phone: 403.266.0620 Ext. 107.

About De Dutch Pannekoek House

The thirty-four year old De Dutch franchise with 19 locations in Calgary, Alberta and BC's Lower Mainland, Vancouver Island, Fraser Valley, Okanagan, and Cariboo has successfully carved a niche in the competitive food service industry. While offering dinner at its Strawberry Hill location, De Dutch Pannekoek House specializes in breakfast, brunch and lunch, offering their customers a unique blend of European ethnicity in its menu items. The Pannekoek, a 12" in diameter Dutch-style pancake, is their signature dish and continues to draw loyal customers. For more information visit dedutch.com.



About TEAM DIABETES

Celebrating its 10th Anniversary in 2010, Team Diabetes is a national activity fundraising program for the Canadian Diabetes Association. The program promotes a healthy and active lifestyle where people of all fitness levels can train to walk or run a half marathon, full marathon, or shorter distance in several exciting international and Canadian destinations.

About the Canadian Diabetes Association

The Canadian Diabetes Association works in communities across the country to promote the health of Canadians and eliminate diabetes through our strong nationwide network of volunteers, employees, healthcare professionals, researchers, partners and supporters. In the struggle against this global epidemic, our expertise is recognized around the world. The Canadian Diabetes Association: setting the world standard. To learn more, visit diabetes.ca or call 1-800-BANTING (226-8464).

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