



PUMP COUTURE

FASHION SHOW



MODEL SEARCH 2024

SPRING 2025

**DIABETES
CANADA**



BEING A MODEL

We are searching for models who are ready to embrace their authenticity and show the world that beauty and diabetes knows no boundaries.

If you have the desire to share your story and showcase the devices that empower your life, then here is your opportunity to shine! The upcoming Pump Couture Fashion Show 2025 isn't just about fashion. It's all about celebrating your individuality, sharing your journey living with diabetes, and growing your confidence!

Join us as we champion the strength in diversity and break down diabetes stereotypes. Your presence on the runway will not only inspire others to embrace their unique selves, but will also help to educate the audience on the impacts of diabetes and the vitality of D-Camps for kids living with diabetes.



THE COMMITMENT

- Each model will be set up with their very own fundraising page with a goal of raising a minimum of \$1,000 to send more kids to D-Camps.
- As a model, you will need to attend 1-2 fitting appointments with our stylist.
- You will be asked to provide images and video of yourself for promotional material purposes.
- Models will need to be available for one team meeting prior to the event to discuss the logistics and run of show for the day of.
- All models will need to be available for the entire day of the event, for dress rehearsal and preparations.
- Each model has the potential for an interview opportunity where you can share and explain your story of living with diabetes.
- Each model will be asked to help support the sales of tickets.



WHY MODEL?

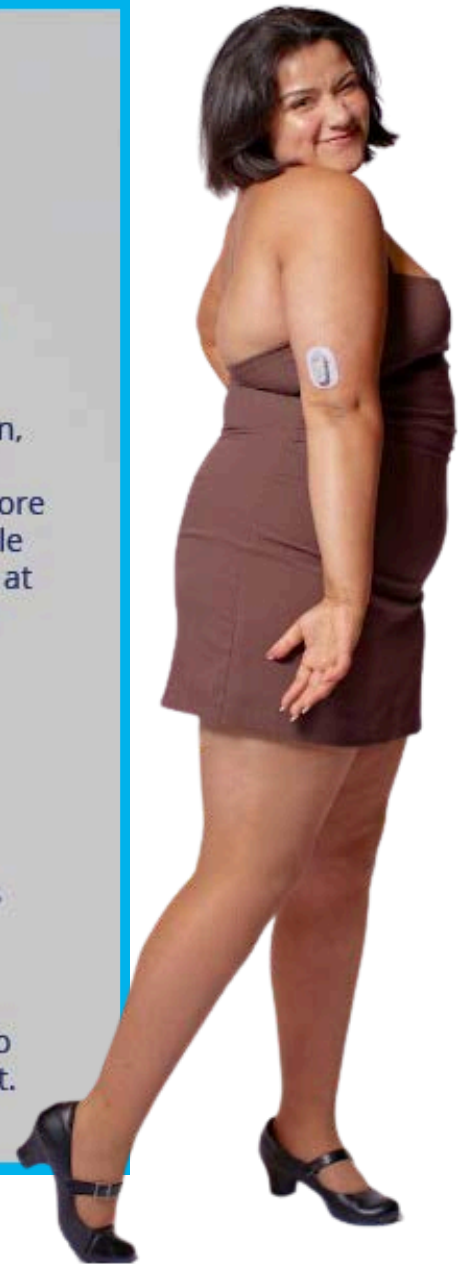


ENDING THE STIGMA FOR PEOPLE LIVING WITH DIABETES

Despite how common it is, people with diabetes continue to face stigma and discrimination in their everyday lives. Diabetes, regardless of type or situation, often comes with blame. People living with diabetes are two to three times more likely to live with depression, and people with both diabetes and depression are at a greater risk of adverse complications and health outcomes.

THE STIGMA MUST END.

Diabetes Canada is committed to changing the conversation. Through public advocacy, awareness campaigns and policy change, we are working to create a Canada where people aren't afraid to say they have diabetes, a Canada where no one feels ashamed to live with a disease which isn't their fault.



“ People need to understand that the image that we see in our heads of someone living with diabetes is not a true reflection of who these people really are. People living with diabetes come in all different shapes and sizes and I'm excited to be a part of an event that showcases that.

Jennifer Lopez, 2024 Winnipeg Model



THE EVENT

Pump Couture Fashion Show is an evening dedicated to changing the conversation around the stigma of living with diabetes while staying fashionable! Pump Couture is about inclusivity and empowering diverse groups of people affected by diabetes. Body positivity is an issue many people struggle with and can be exacerbated for those living with diabetes. The need to wear medical devices and scarring on the body from insulin injections and insulin pump sites being constant reminders of the individual's condition. Addressing negative misunderstandings about diabetes and working to change views that cause stigma is an important priority for Diabetes Canada, as we work to improve the quality of life for those living with diabetes.

THE FACTS

Every day, 640 Canadians are diagnosed with diabetes. That is 1 person every 3 minutes. Unfortunately, that rate is not slowing down. For those with type 1 or type 2 diabetes, other people's perceptions of diabetes can lead to experiences of guilt, embarrassment, or isolation.



THE FASHION

The event will feature innovations in wearable technologies (insulin pumps and advanced glucose monitors) paired with the latest fashion to display how these devices can be styled and worn with any outfit. Our models will shine with confidence while bringing awareness to a disease that affects Canadians of all walks of life.



● **THE IMPACT**

2024 HIGHLIGHTS

The **2024 Pump Couture Fashion Show** visited six cities from coast-to-coast, welcomed 150 models living with type 1 or type 2 diabetes, and raised \$700,000 to help send kids from across the country to D-Camps.

Each show featured world class emcee's, local fashion and flair, inspiring stories and more. We invite you to check out the highlight video for each location.



REGINA



HALIFAX



VANCOUVER



TORONTO



CALGARY



WINNIPEG

2024 PUMP COUTURE EARNED MEDIA REACH

86
total media
mentions

58 MIL
media
impressions

\$533,000
advertising
value equivalency



LIFELONG IMPACT FOR KIDS WITH TYPE 1 DIABETES

Type 1 diabetes introduces children, youth, and families to a new reality, one that can make some kids feel different from their friends. A diagnosis also brings with it a whole new set of skills to learn, including testing blood glucose (sugar) levels, priming needles for injection, and counting the daily intake of carbs. Many young people often find themselves being the only person at their school or in their community with diabetes and it can be challenging to accept a diagnosis.

D-Camps are medically supervised summer camps for kids living with type 1 diabetes that foster inclusion and create a sense of belonging for campers. The goal of D-Camps is to foster an atmosphere of inclusivity where campers gain a new level of independence in managing their type 1 diabetes and feel empowered to continue using the healthy practices they learn.

Diabetes Canada provides subsidies each year to ensure all children with type 1 diabetes can attend camp regardless of financial circumstances. Proceeds from the Pump Couture Fashion Show will help send kids from your community to D-Camps, providing them with the opportunity to enjoy a life-changing summer camp experience.

**D-CAMPS IS WHERE
KIDS LIKE EMMA
LEARN TO INJECT
THEIR OWN INSULIN
FOR THE FIRST TIME, A
PIVOTAL MILESTONE
FOR LEARNING TO LIVE
AN INDEPENDENT LIFE
WITH TYPE 1 DIABETES.**

"D-Camp makes me feel like I'm not the only one with diabetes and that even though I have diabetes, I can do anything."

D-Camper



“ You go for fun. You go for friends and connections. But what you gain is so much more.”

– Diwan Minocha



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In our 70th year of running D-Camps:

- ▶ We held 9 summer D-Camps and 12 family camp programs across the country
- ▶ 24% of summer camp attendees were new campers
- ▶ 67 youth participated in the Leadership Development Program
- ▶ 100% of campers felt that camp helped build self-esteem which will help them live better with type 1 diabetes
- ▶ 100% of staff feel they made a positive impact on campers

Source: D-Camps Stewardship report



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diabetes.ca/pumpcouture

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