

FOR IMMEDIATE RELEASE

FRED EISMONT TO CHAIR BUILDING ON THE BEST CAMPAIGN***Best Centre welcomes former Metroland executive to chair expansion campaign***

December 15, 2020, Whitby, ON – Fred Eismont, the former General Manager with Metroland – a mass media publisher and distributor that primarily operates in Southern Ontario – is joining The Charles H. Best Diabetes Centre’s efforts as Chair, *Building on the Best* fundraising campaign.

“Fred has been a pillar in the Durham community for more than three decades,” said Serge Babin, Chair of the Board of Directors for The Charles H. Best Diabetes Centre. “His work with Metroland enabled him to connect with people and causes for the betterment of our region. Fred’s leadership will be an essential ingredient to our campaign’s success.”

The Best Centre launched the *Building on the Best* capital campaign with a goal to raise \$5 million to expand its current site to deliver more type 1 healthcare services to the residents of Durham and the GTA. The centre is unique to Canada. The staff are dedicated to keeping patients of all ages healthy by providing education to everyone involved in their care when they need it, day or night.

The *Building on the Best* campaign is needed to ensure children, adolescents, adults and their families continue to have access to specialized type 1 diabetes management care in Ontario. The goal is to expand the current footprint and provide enough patient counselling space to increase access to expertise care. With construction on the site already underway, the Centre has been hard at work preparing for the public launch of the campaign.

“When I learned about the demand and expected growth for services for those living with type 1 diabetes, I knew I needed to be part of the solution,” explained Eismont. “Thankfully, Durham Region has these vital services through the Best Centre. Its reputation is stellar and now is the perfect time to grow.”

About Fred Eismont:

Fred Eismont brings more than 30 years of newspaper and digital experience to the campaign. Through his commitment to service, Fred has demonstrated talents for strategic planning, cultivating new revenue streams and building relationships.

Now retired, Fred is passionate about giving back and donating time or resources to Durham Region. He is excited to be a 'Community Champion' who can recommend positive courses of action and services/programs to citizens and community agencies.

His true passion is the Region of Durham and the many retailers, community-organizations and non-profits that he has worked with over his lifetime. Fred has served as a Board of Director for the Whitby Chamber of Commerce, Oshawa Chamber of Commerce, Durham Community Foundation, St. Georges Anglican Church, Whitby Mayors Community Development Fund and the Durham Region Homebuilders Association.



About the Best Centre:

The Best Centre delivers one-of-a-kind patient-centred healthcare exclusive to type 1 diabetes. As Canada's only stand-alone centre and charitable organization specializing in type 1 diabetes, the staff provides highly responsive and individualized care. The interdisciplinary clinical team includes registered nurses, dietitians and social workers who provide frontline healthcare and education throughout patients' lifetime.

Quick Facts

- In Canada, more than 300,000 people live with type 1 diabetes. With an estimated future demand indicating a growth of 93% over the next ten years, the Best Centre will need to double in size by 2026.
- Type 1 diabetes is an incurable, complex disease. It must be managed 24-hour a day, 7 days a week, 365 days a year.
- The Charles H. Best Diabetes Centre sees almost 2,000 patients and conducts more than 9,200 healthcare interactions per year to support patients living with type 1 diabetes.
- Type 1 diabetes is a disease in which the pancreas does not produce any insulin. Insulin is an essential to helps the body control the level of glucose (sugar) in the blood.
- Roughly 5-10 per cent of people living with diabetes have type 1 diabetes, insulin-dependent diabetes. Type 1 diabetes generally develops in childhood or adolescence but can also develop in adulthood. People with type 1 need to inject insulin or use an insulin pump to ensure their bodies have the right amount of insulin to survive.

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