



2025 TOUR IMPACT REPORT

**HALIFAX . VANCOUVER . CALGARY . REGINA
. WINNIPEG . TORONTO**

THANK YOU!

For Making Pump Couture a Huge Success!

We're incredibly grateful for your support of the annual **Pump Couture Fashion Show Tour** —a celebration of wearable diabetes technology and body positivity.

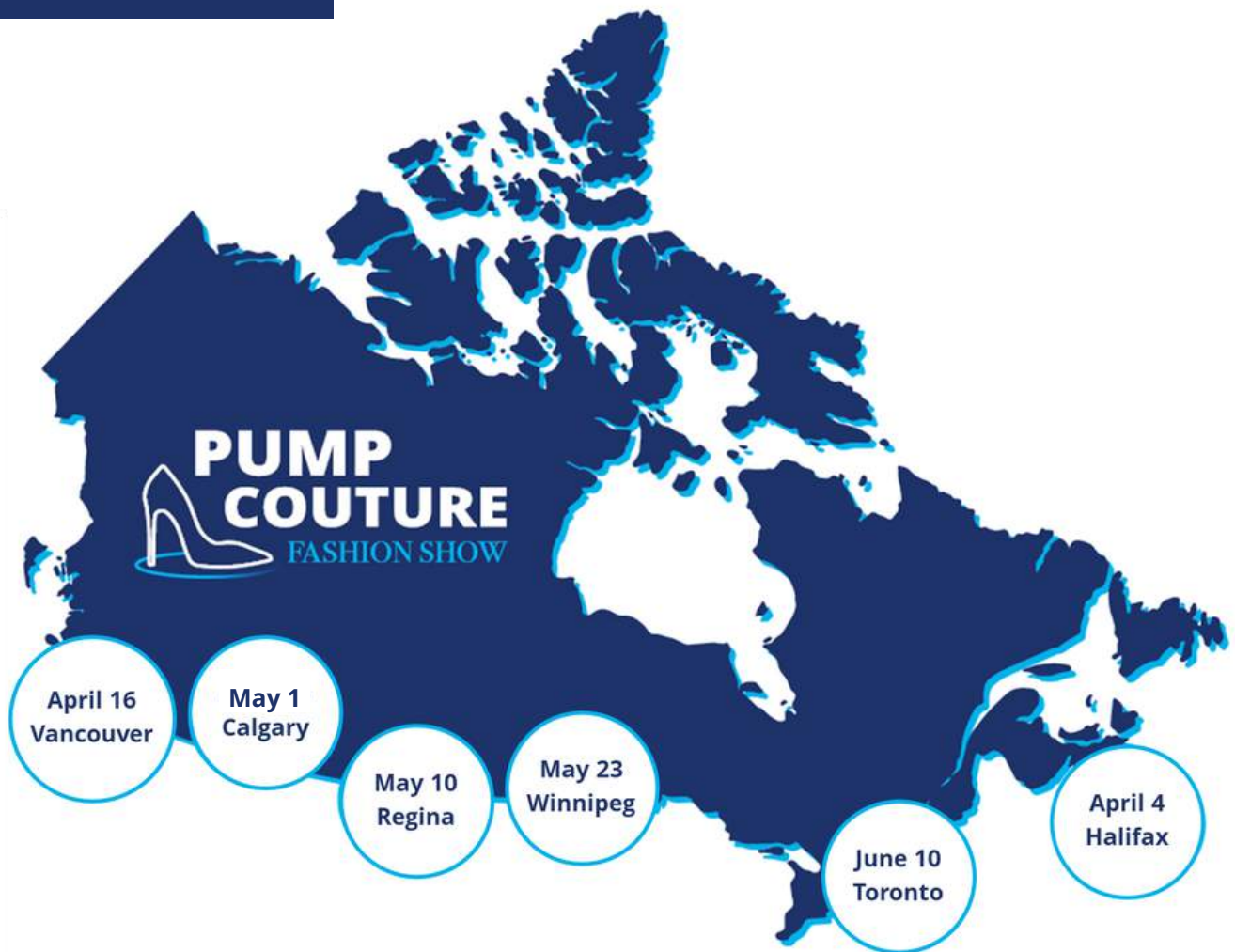
This unique event spotlighted insulin pumps and glucose monitors as part of everyday fashion, while challenging stigma and promoting confidence for those living with diabetes. All our models live with diabetes, and their stories helped bring visibility to this often “invisible” condition.

In 2025, Pump Couture toured six cities, featured over 150 models, welcomed 1,200+ guests, and raised more than **\$925,000** to support children with type 1 diabetes at our nine D-Camps across Canada.

A heartfelt thank you to our models, sponsors, and volunteers. Together, we're changing the conversation for the more than 4 million people living in Canada with diabetes.



TOUR HIGHLIGHTS



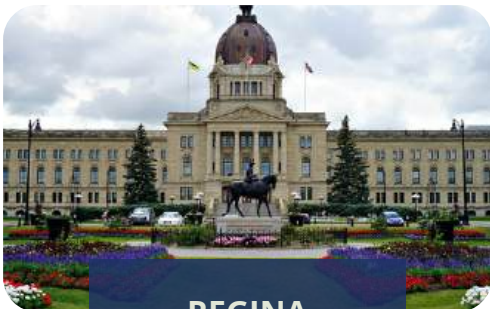
HALIFAX



VANCOUVER



CALGARY



REGINA



WINNIPEG



TORONTO

HALIFAX

- **\$88,592** raised to send kids with diabetes to Camp Morton and Camp Lion Maxwell
- **\$10,000+** raised through Fund-a-Need donations at the event
- 150+ attendees
- **20 inspiring models** (ages 8–66) living with type 1 and type 2 diabetes sharing their stories to create an impact
- 40+ silent auction packages
- Featured **local sustainable fashion** brands creatively styling diabetes devices
- Exhibitor and vendor tables sharing the latest in diabetes devices and technology
- Fun extras: LED Hoola Hoop Act, delicious food, and more!

CALGARY

- **\$68,000+** raised to send kids with diabetes to Camp Jean Nelson
- 150+ attendees
- **24 inspiring models** (ages 4–65) living with type 1 and type 2 diabetes sharing their stories to create an impact
- 25+ auction packages **raised over \$10,000**
- Featured **local sustainable fashion** brands creatively styling diabetes devices
- Creative and beautiful venue transforming the Mercedes Benz Downtown
- Fun extras: welcome drink, delicious food, and more!

WINNIPEG

- **\$135,000** raised to send kids with diabetes to Camp Briardale
- 250+ attendees, **sold out show**
- **24 inspiring models** (ages 4–67) living with type 1 and type 2 diabetes sharing their stories to create an impact
- 50+ silent auction packages
- Exhibitor and vendor tables sharing the latest in diabetes devices and technology
- Featured **local sustainable fashion** brands creatively styling diabetes devices
- Fun extras: photo booth, mocktail station, delicious food, and more!

VANCOUVER

- **\$115,000** raised to send kids with diabetes to Camp Kakhamela
- **\$10,000+** raised through Fund-a-Need donations at the event
- 150+ attendees
- **20 inspiring models** (ages 5–60) living with type 1 and type 2 diabetes sharing their stories to create an impact
- 50+ auction packages **raised over \$17,000**
- Featured **local sustainable fashion** brands creatively styling diabetes devices
- Fun extras: photo booth, quartet, delicious food, and more!

REGINA

- **\$132,000** raised to send kids with diabetes to Camp Kornder
- 250+ attendees, sold out show!
- **29 inspiring models** (ages 7–92) living with type 1 and type 2 diabetes sharing their stories to create an impact
- 35+ silent auction packages
- Featured **local sustainable fashion** brands creatively styling diabetes devices
- Exhibitor and vendor tables sharing the latest in diabetes devices and technology
- Fun extras: photo booth, music, delicious food, and more!

TORONTO

- **\$347,000+** raised to send kids living with diabetes to D-Camps
- **\$28,000+** raised through Fund-a-Need donations at the event
- 320+ attendees
- **28 inspiring models** (ages 5–57) living with type 1 and type 2 diabetes sharing their stories to create an impact
- Models fundraised over **\$63,000** through peer to peer fundraising to send kids to camp
- 40+ auction packages **raised over \$21,000**
- Featured **local sustainable fashion** brands creatively styling diabetes devices
- Fun extras: photo booth, artist sketches, delicious food, and more!

TOUR POST EVENT SURVEY

96% Of attendees would be interested in attending the 2026 Pump Couture Fashion Show

89% Would be likely to recommend the event to colleague, friend or person living with diabetes

68% Of attendees were inspired to support the event because they had a direct connection with a model.

140 models raised over **\$205,000**
in peer to peer fundraising across the Pump Couture Tour

What was your favourite part of the show?

"Seeing my daughter open up and enjoy her time as a model."

"Listening to the stories and seeing that these folks are such positive role models in our community. Gave me hope"

"Models Energy and bright outlook!"


"The connection to the models through story telling"

"The models strutting their stuff and everyone cheering them on! Such an amazing and empowering event!"

"Sharing the day with fellow diabetics and the wonderful hair stylists and makeup artists who volunteered their time to make us all look and feel so special. The organizers were amazing and so supportive. I felt so welcome and encouraged as a first-time model."



WHAT OUR MODELS SAY

A woman with long, wavy brown hair is seen from behind, standing on a runway. She is wearing a black jumpsuit with a vibrant floral pattern in red, yellow, and orange. Her hands are on her hips. The background is dark with warm, bokeh light effects from stage lights. In the background, other people are visible, some holding up phones to take pictures.

My favourite part of the show was...

"Meeting all the other models who just get it. It really felt like every model I met was an instant connection."

"After the first round, there was constant beeping of pumps - about 8 of us I think had low blood sugars. We didn't know whose machine was beeping - it was definitely memorable!!!"

"Being in an environment with so many other people living with diabetes, this is not often the case."

"This was my first time doing anything like this so was nervous but it was so fun! Glad I did it!"

96% felt celebrated and respected as a person living with diabetes during the event

91% would recommend being a model to a friend or family member

95% of models loved their outfits and the overall experience

About Diabetes Canada

Since 1953, Diabetes Canada has been focused on supporting people living with diabetes. Today, more than four million people are diagnosed with diabetes in Canada.

Our mission

Diabetes Canada aims to realize our vision and achieve our mission with a strategic plan that focuses on five mission pillars:

Research & Science

We're advancing knowledge by funding research and supporting collaboration to prevent, treat and cure diabetes.

Government Affairs, Advocacy & Policy

We're strengthening systems that people living with diabetes depend on through advocacy and policy change.

Healthcare Provider Education & Engagement

We're improving clinical care by creating and disseminating evidence-based resources, guidelines and tools, publishing research and delivering educational programs.

Change the Conversation

We're working to change the values, beliefs and language around diabetes to improve health outcomes and quality of life for people living with diabetes.

Diabetes Knowledge & Connection

We're sharing trusted resources and creating connections for people living with diabetes, at every stage of their journey.

Our vision

A world free of the effects of diabetes.

Our aspiration

To improve the quality of life of those diagnosed with diabetes.

Learn more about
our strategic plan.



Life-changing support for children and youth living with type 1 diabetes through our **D-Camps**

Since **Diabetes Canada's D-Camps** began more than 60 years ago, more than 20,000 children living with type 1 diabetes have enjoyed at least one camp stay. This authentic camp experience combines fun activities, friendship and education on how to manage diabetes, with help from medical professionals who are on site 24/7.

More than
1,100

participants aged 7 to 17 had an unforgettable experience through Diabetes Canada's D-Camps programs.

95%

of attendees felt D-Camps had a positive impact on their confidence.

97%

of caregivers indicated they made a special connection with another family.



“ I really don't think I'd be the person I am today if it weren't for D-Camps. I got to have role models for my entire childhood who did things that I never thought were possible. They were confident, capable and in charge. I've applied my learnings to so many areas of my life.”

— **Ellie Fraser**, former D-Camp attendee, camp counselor and current co-chair of Friends of Camp Huronda

Watch our
D-Camps impact
video.



A MOMENT OF BELONGING: MASON'S STORY

We are beyond grateful for the incredible impact of the Pump Couture event—not just for the dazzling fashion and powerful message, but for the **deep emotional resonance it had on young people like Mason.**

The experience was transformative. As we were leaving, Mason turned to me and said, *“Mama, I feel like I belong here.”* Those words meant everything. Since September, he had been hiding his diabetes devices, tucking them away out of sight. But on that runway, he proudly revealed his pump—and in that moment, you could see the weight lift off his shoulders. The confidence and relief on his face were unmistakable. Mason also had the joy of joining another model during the “Fund a Need” moment, asking for donations and working the crowd with enthusiasm. It was pure magic—a memory I’ll cherish forever.

For the first time in a long while, Mason stood in front of a crowd with pride. He’s already asked to participate again next year and even offered to share his story at future events. He’s ready to speak with courage and grace.

Thank you for creating a space where Mason—and so many others—feel seen, strong, and proud of who they are. Your work is changing lives in ways words can hardly express.

With heartfelt gratitude,

Miriam & Mason



2025 MEDIA

49 MIL

media
impressions

\$635,000

advertising value
equivalency

VIEW THE STORY



The Carillon

“It gets tiring having to explain to people who don’t know what a pump is used for.”

“At school, I often get asked about my devices and it makes me kind of sad because some people say: “Oh, are you a robot?”.

Pump Couture helps me not feel embarrassed about wearing my pump in a visible place, I can just show it off and be like I’m a diabetic and I’m proud.”

Silvie Mahoney, 11 years old
CBC News Kids Interview
Pump Couture Model Halifax





HALIFAX



COCKTAIL HOUR



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FASHION SHOW



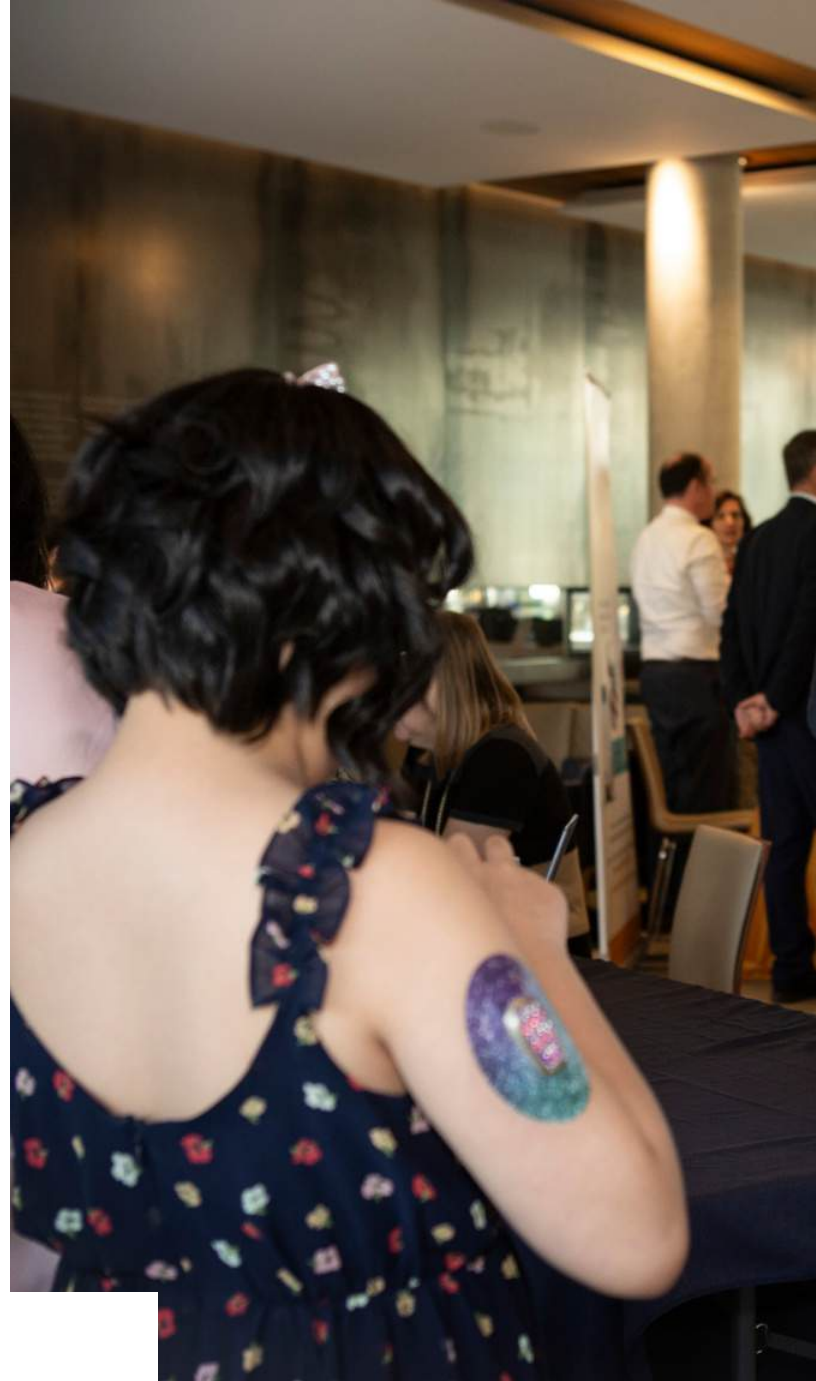


FASHION SHOW





VANCOUVER



COCKTAIL HOUR





FASHION SHOW





FASHION SHOW





CALGARY

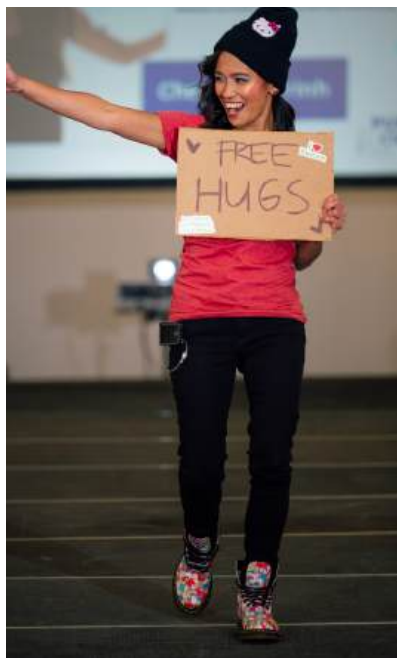


COCKTAIL HOUR





FASHION SHOW





FASHION SHOW





REGINA



COCKTAIL HOUR



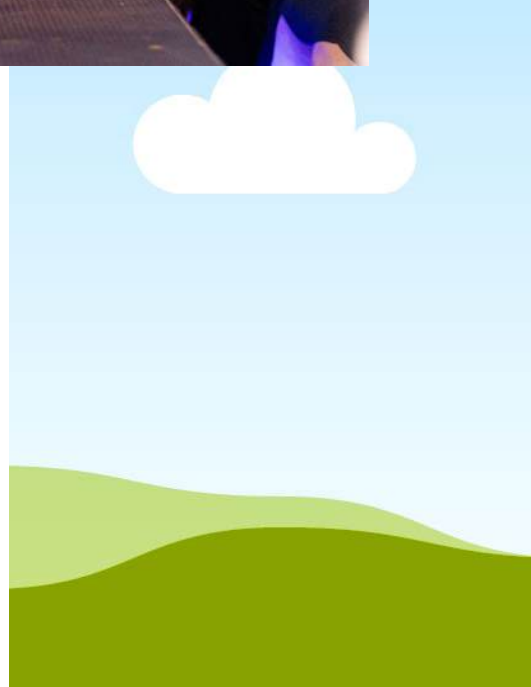


FASHION SHOW





FASHION





FASHION SHOW





WINNIPEG



COCKTAIL HOUR





FASHION SHOW





FASHION SHOW





TORONTO



COCKTAIL HOUR



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FASHION SHOW





FASHION SHOW





SAVE THE DATE
SPRING 2026

diabetes.ca/pumpcouture

**DIABETES
CANADA**