



PUMP COUTURE

FASHION SHOW



MODEL SEARCH 2026

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 2026 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 receive a personalized fundraising page with a goal of raising a minimum of \$500 — all in support of sending more children and youth with type 1 diabetes to D-Camps.

By committing to raising our fundraising minimum, you will receive a

- 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.

HOW TO RAISE \$500 IN 10 DAYS

Day 1: Make a Statement with a Self-Donation — \$25

Kick things off by investing in your own runway journey. A \$25 self-donation shows your commitment and inspires others to follow your lead.

Day 2: Family Fashion Support — \$50

Ask two family members to support your cause with \$25 each. Share how their donation helps a child experience the magic of D-Camps.

Day 3: Friends with Flair — \$100

Reach out to five friends and ask for \$20 each. Share a throwback of your favorite fashion moment and let them know they're helping you walk for a cause.

Day 4: Office Chic — \$50

Ask five coworkers to donate \$10 each. Share your passion for the cause.

Day 5: Neighborhood Support — \$50

Ask five neighbors to donate \$10 each. Drop off a poster at their residence.

Day 6: Community Connections — \$50

Ask five people from your gym, place of worship, or local club to donate \$10 each. Share your fundraising page and a quick story about D-Camps.

Day 7: Corporate Couture — \$50+

Ask your employer for a \$50 donation. Share your fundraising page and why you're modelling.

Day 8: Facebook Fundraiser — \$50+

Post a fashion-forward photo and explain how their support helps kids with diabetes. Share your fundraising page and ask friends to donate \$10 each.

Day 9: Local Business Love — \$45

Ask three businesses you frequent (salon, café, boutique) to donate \$15 each. Offer to shout them out in your event posts or wear something from their shop.

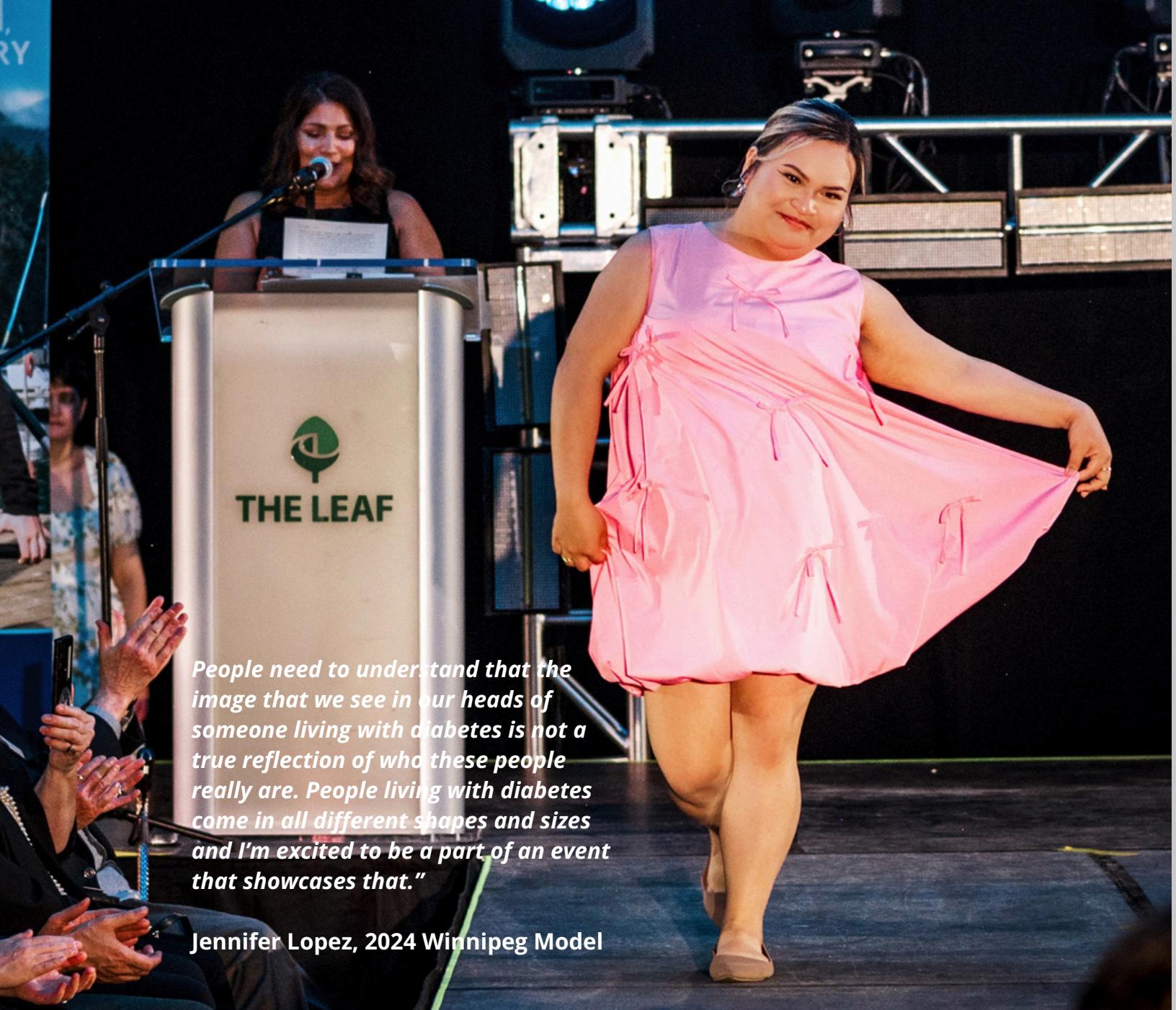
Day 10: Team Up for Style — \$30+

Host a mini team fundraiser — a style swap, accessory-making night, or fashion trivia. Ask your team to donate the first \$30 and see how far you can go!



WHY MODEL?





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

WHAT DID WE LEARN ABOUT DIABETES-RELATED STIGMA?

86% T1D

69% T2D

People have experienced blame or shame for having diabetes.

34% T1D

14% T2D

People with diabetes agree that they have been discriminated against because of their diabetes.

54% T1D

31% T2D

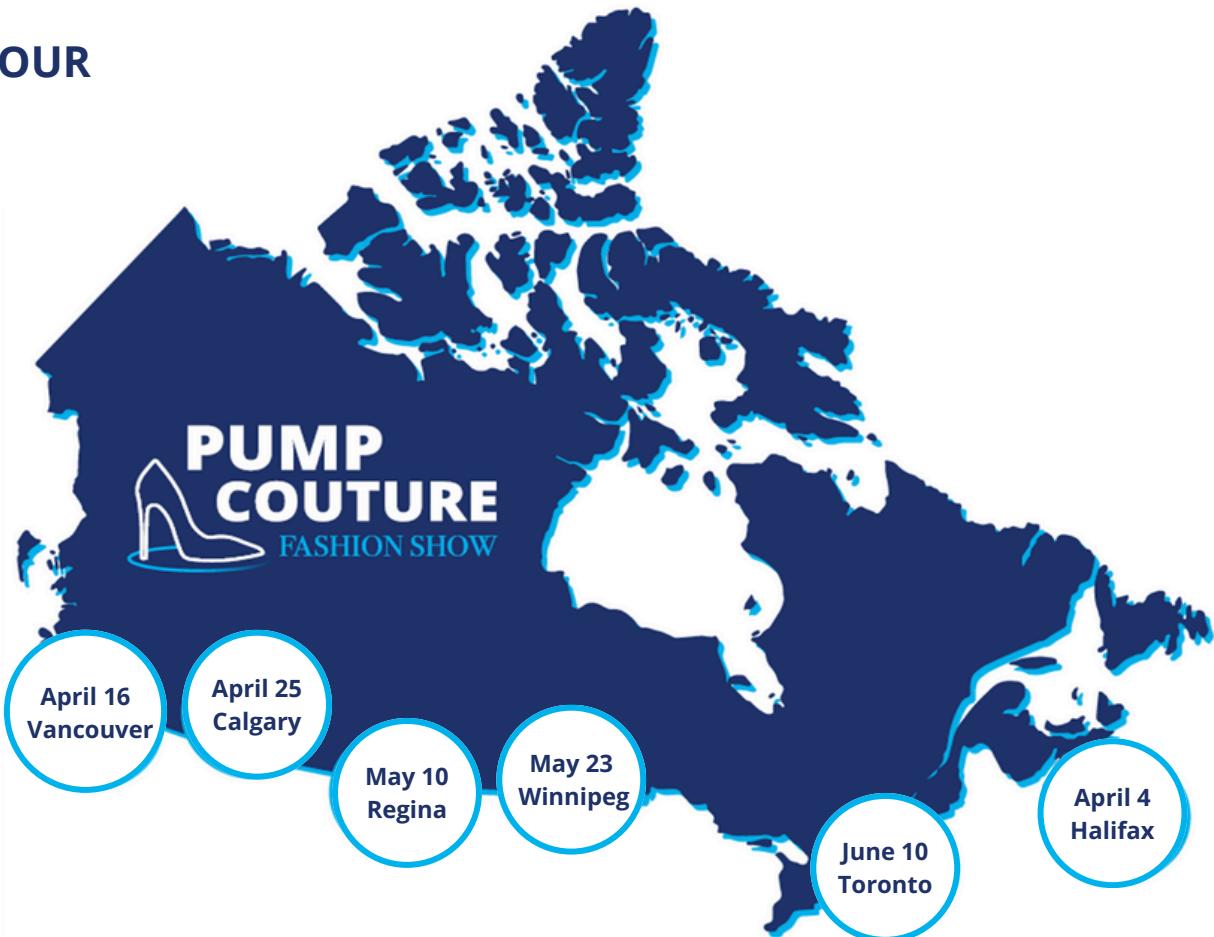
People with diabetes have been treated differently because of their diabetes.



THE EVENT

The Pump Couture Fashion Show is an event like no other. Over the past three years, Diabetes Canada has welcomed real people living with type 1 and type 2 diabetes to the stage to change the conversation around the stigma of living with diabetes. 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 the narrative that cause stigma is an important priority for Diabetes Canada, as we work to improve the quality of life for those living with diabetes.

2026 TOUR



2026 Signature Contests Kickoff!

Raise & Give Contest

For Every Team That Raises 2,500 Points — You Earn 4 Tickets
Each ticket is worth 600 points, and you can choose how to use them:

- Keep them for your team's future rewards
- Donate them to someone in need — help others reach their goals

This contest celebrates team effort, generosity, and community spirit. Whether you're climbing the ranks or lifting others up, your impact matters.

Let's raise the bar — and raise each other.

Model in Any Tour City – Raise \$2,500 to Enter

Anyone who fundraises \$2,500 or more by June 30th (end of tour) will be entered to win an exclusive opportunity to model in any of our 2027 shows, in the city of your choice.

What You Could Win:

- A featured spot in one of our 2027 shows
- A 2-night stay for two in one of our 6 tour cities
- Travel and accommodation included

How to Enter: Reach the \$2,500 fundraising goal by June 30th and you'll be automatically entered. The winner will be drawn after the tour ends.

Raise funds, make an impact, and take the stage in the city of your dreams.



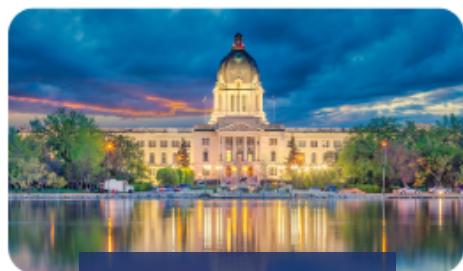


THE IMPACT

2025 HIGHLIGHTS

The **2025 Pump Couture Fashion Show** visited six cities from coast-to-coast, welcomed 150 models living with type 1 or type 2 diabetes, and raised \$925,000 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

51 MIL
media
impressions

\$553,000
adverstising
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-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



DCAMPS





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diabetes.ca/pumpcouture

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