DIABETES CANADA | PUMP COUTURE FASHION SHOW

2026 PUMP COUTURE IMPACT REPORT













VANCOUVER

CALGARY

REGINA

WINNIPEG

TORONTO

HALIFAX

“PUMP COUTURE CHANGED CONVERSATIONS THAT NEEDED TO HAPPEN.”

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 2026, Pump Couture toured six cities, featured over 160 models, welcomed 1,400+ guests, and raised more than **$810,000** 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.





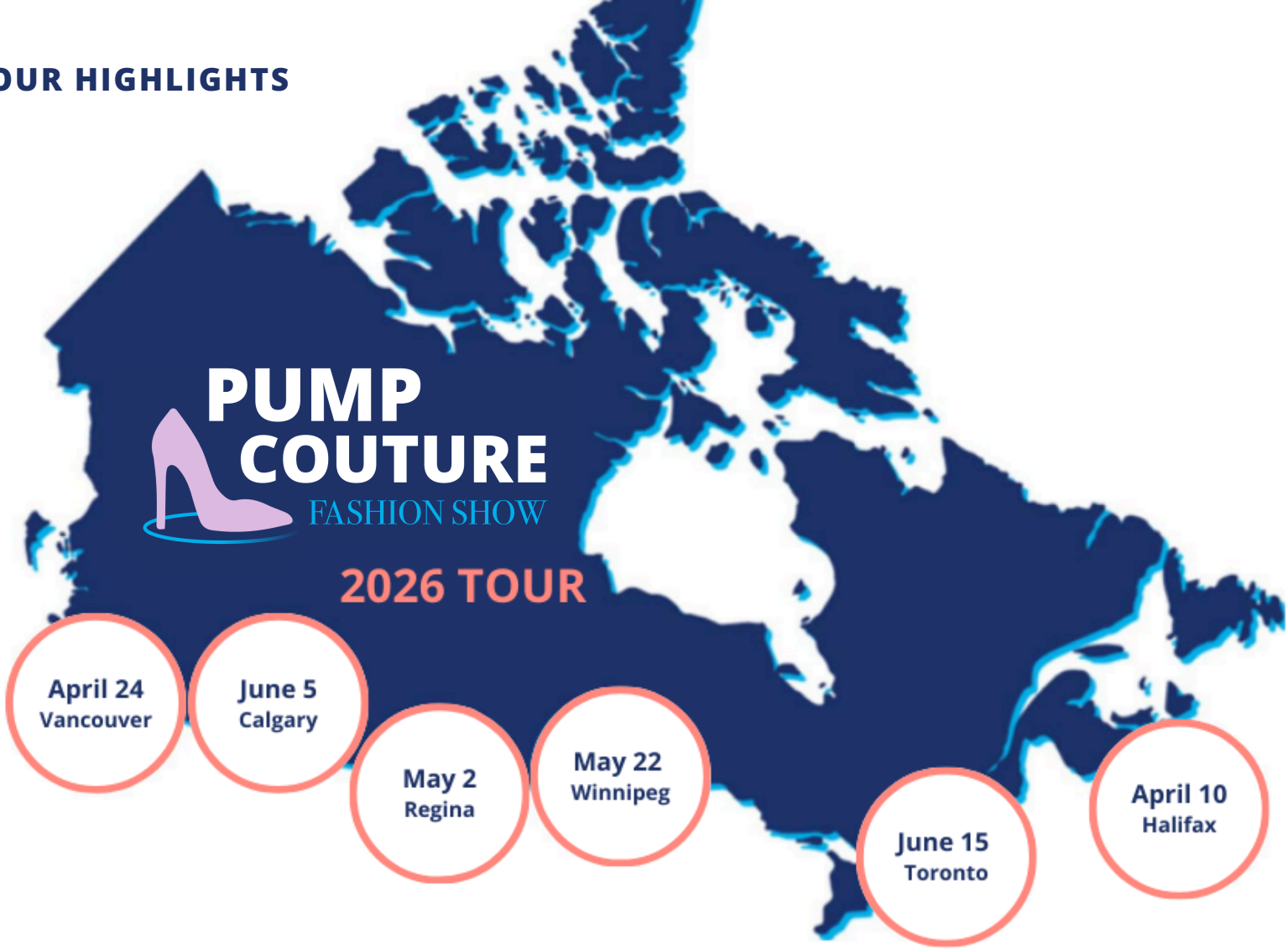








TOUR HIGHLIGHTS





HALIFAX



VANCOUVER



CALGARY



REGINA



WINNIPEG



TORONTO

HALIFAX

- $72,000 raised to help send kids with diabetes to Camp Morton and Camp Lion Maxwell
- 16 inspiring models (ages 10–39) living with type 1 and type 2 diabetes shared their stories on the runway
- 150+ attendees came together in support of the diabetes community
- 27 silent auction packages helped drive fundraising success
- Partnered with Simons providing models gift cards to purchase outfits that represented their unique fashion
- Featured emcees Dr. Tiffany Shephard and CBC Radio Host Nicolle Belefontaine
- Exciting experiences included the LED Wings Act, delicious food, meaningful connections, and more

VANCOUVER

- $90,000 raised to help send kids with diabetes to Camp Kakhamela
- 23 inspiring models (ages 7–62) living with type 1 and type 2 diabetes shared their stories on the runway
- 150+ attendees came together in support of the diabetes community
- 49 silent auction packages helped drive fundraising success
- Partnered with Simons providing models gift cards to purchase outfits that represented their unique fashion
- Featured 2 prominent healthcare professionals Dr. Serena Pisani and Dr. Jagoda Kissock
- Inspiring entertainment included a powerful Spoken Word Poet, delicious food, meaningful connections, and so much more

CALGARY

- $69,000+ raised to help send kids with diabetes to Camp Jean Nelson
- 31 inspiring models (ages 4–63) living with type 1 and type 2 diabetes shared their stories on the runway
- 200+ attendees came together in support of the diabetes community
- 39 silent auction packages helped drive fundraising success
- Partnered with Simons providing models gift cards to purchase outfits that represented their unique fashion
- Local celebrity emcee Kent Morrison (CTV News Edmonton) who lives with diabetes brought energy and excitement to the show!
- Fun experiences included a Photo Booth, delicious food and interactive activities

REGINA

- $142,000 raised to help send kids with diabetes to Camp Kornder
- 30 inspiring models (ages 2–56) living with type 1 and type 2 diabetes shared their stories on the runway
- 300+ attendees came together in support of the diabetes community
- 31 silent auction packages helped drive fundraising success
- Local celebrity emcee Kent Morrison (CTV News Edmonton) who lives with diabetes brought energy and excitement to show!
- Partnered with Simons providing models gift cards to purchase outfits that represented their unique fashion
- Exciting experiences included a robotic arm sketch artist, a spectacular LED Hoops Act and more

WINNIPEG

- $125,000+ raised to help send kids with diabetes to Camp Briardale
- 25 inspiring models (ages 5–66) living with type 1 and type 2 diabetes shared their stories on the runway
- 180+ attendees came together in support of the diabetes community
- 62 silent auction packages helped drive fundraising success
- Partnered with Simons providing models gift cards to purchase outfits that represented their unique fashion
- Fun extras: photo booth, children's glitter tattoos, delicious food, and more!

TORONTO

- $322,000+ raised to help send kids with diabetes to Camp Huronda
- 35 inspiring models (ages 3–64) living with type 1 and type 2 diabetes shared their stories on the runway
- 290+ attendees came together in support of the diabetes community
- 70 silent auction packages helped drive fundraising success
- Partnered with Simons providing models gift cards to purchase outfits that represented their unique fashion
- Insightful and engaging hosting from our fantastic emcees Dr. Alice Cheng and Dr. Peter Lin helped bring the evening's stories and mission to life

TOUR POST EVENT SURVEY

96% of attendees would recommend Pump Couture to family and friends

93% of attendees said the event increased their awareness of diabetes

91% of attendees felt more connected to the diabetes community

160 models raised over **$185,000** in peer to peer fundraising across the Pump Couture Tour.

What was your favourite part of the show?

"Witnessing the energy surrounding eliminating diabetes stigma."

"Watching my daughter gain confidence while being surrounded by people she can truly relate to."

"Authentic model stories, impactful family testimonials, and breakthroughs in diabetes technology."

"The theme of changing the conversation around diabetes resonated strongly, with many attendees able to articulate its message."

"Fostering camaraderie among like-minded peers, sharing personal stories, and uniting as a community."

"The diverse group of models, spanning generations."



WHAT OUR MODELS SAY

My favourite part of the show was...

"Learning from others about what works well for managing their diabetes and what challenges they face."

"Being surrounded by people who understand the daily realities of living with diabetes, from planning snacks to checking devices and hearing alerts go off as excitement builds before the runway, makes you feel truly seen."

"Building meaningful connections with others in the diabetes community."

"Seeing so many people from different walks of life coming together with a common goal. We had a real sense of community and friendship."

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



A FULL-CIRCLE JOURNEY: TETIANA'S STORY

We are incredibly grateful for the impact Pump Couture has had on Tetiana.

After being diagnosed with type 1 diabetes just days before arriving in Canada from Ukraine, Tetiana often felt alone in her diabetes journey. Through Pump Couture, she found the confidence to share her story, speak publicly, and connect with a community that understands what she's going through.

This experience has helped her realize she isn't facing diabetes on her own. One of the most exciting outcomes has been her upcoming attendance at D-Camps this summer—a true full-circle moment. After years of wishing she knew other children living with diabetes, she'll have the opportunity to build friendships and find the connection she's been searching for.

Pump Couture gave Tetiana more than a runway—it gave her a sense of belonging, confidence, and community.

With gratitude,

Plaskonis Family



2026 MEDIA

40 MIL
media impressions

$510,000
advertising value equivalency





"When I was diagnosed at 31, I felt completely alone. Overnight, I went from living my normal life to learning how to survive with a condition I never expected to have.

"For a long time, I was focused on just getting through each day. I had thought about getting involved in the diabetes community before, but I wasn't in a place where I could.

"Pump Couture is a reminder of how far I've come. It's an opportunity to show that diabetes doesn't define me, and to connect with others who understand what living with type 1 diabetes is really like."

– Tyler, Pump Couture Model





VANCOUVER FASHION SHOW















CALGARY FASHION SHOW

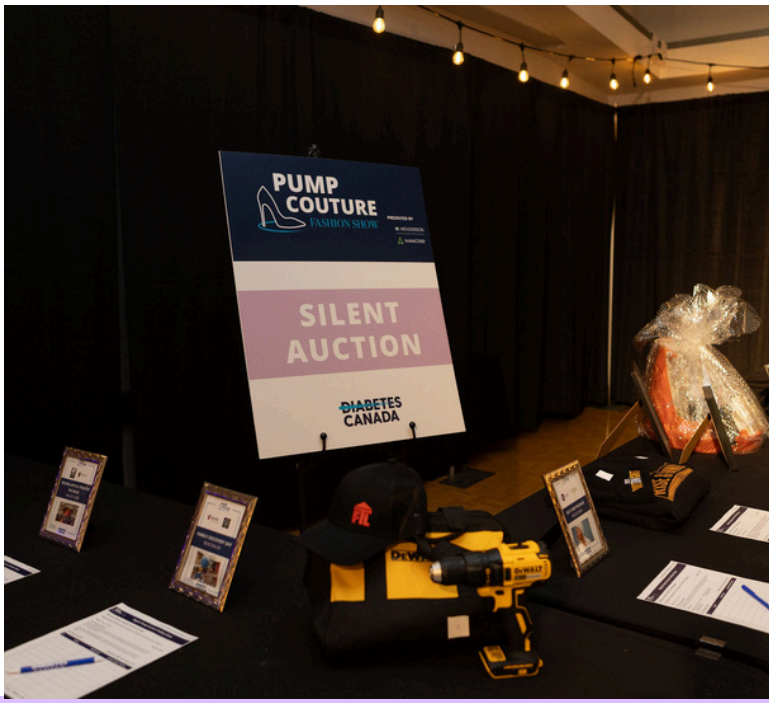












REGINA FASHION SHOW











WINNIPEG FASHION SHOW











TORONTO FASHION SHOW







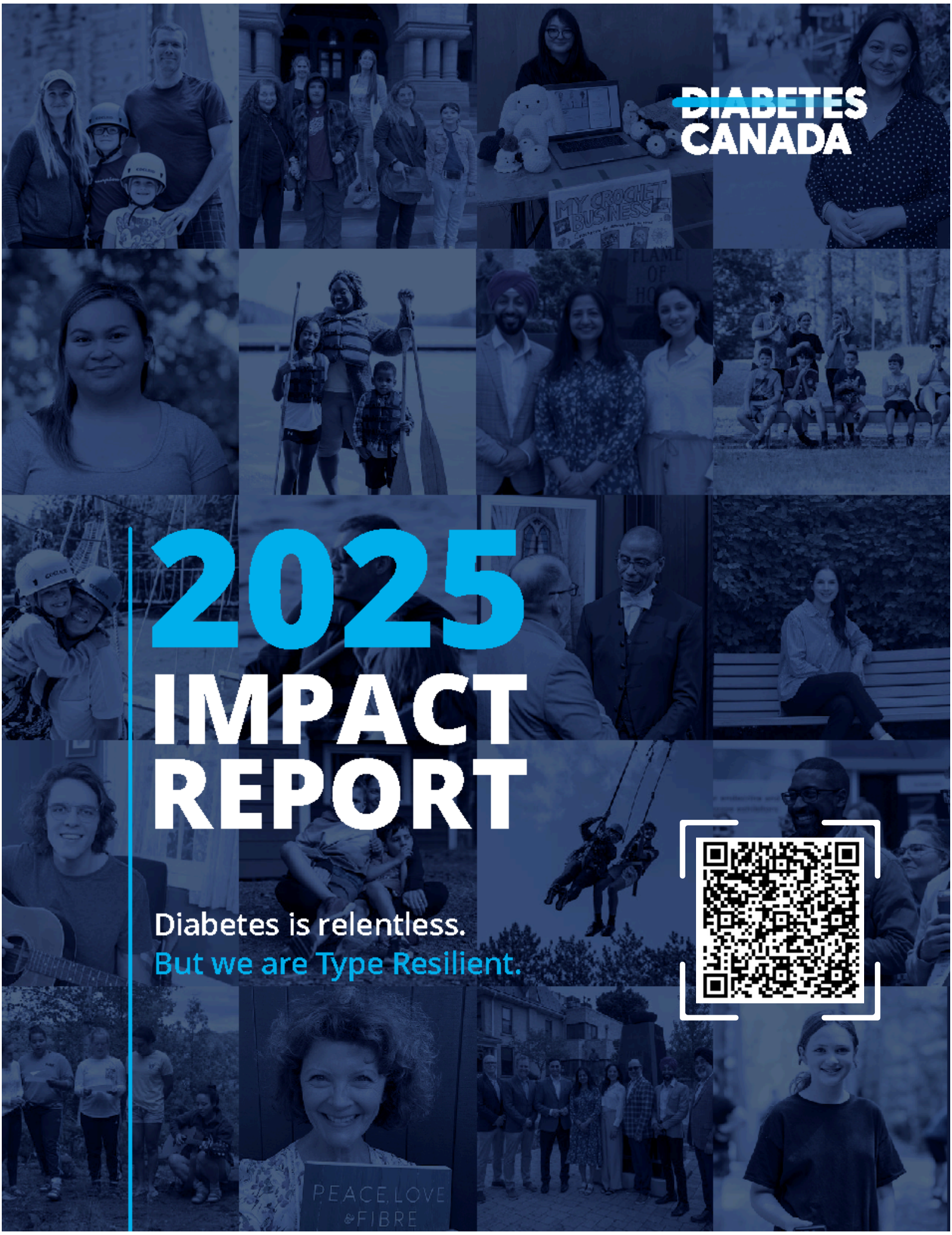




HALIFAX FASHION SHOW






DIABETES CANADA
2025
IMPACT REPORT
Diabetes is relentless.
But we are Type Resilient.

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SAVE THE DATE

SPRING 2027



diabetes.ca/pumpcouture