

Type 1 Diabetes Hockey

My name is Travis Smyth and I'm the father of a hockey loving, eight year old T1D son named Ethan. Ethan has been receiving excellent care from the diabetes team at CHEO. I'm sure most of your young patients and their supporting families would say the same about your teams!

The reason I'm reaching out to you is to ask you to share an initiative that Ethan and I have been working on. If I've missed any children's hospital diabetes teams, it's only because they have not listed external facing email addresses on their website. Please share!



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As a hockey coach, I've spent a lot of time in rinks, and I've noticed the T1D community was lacking a uniquely Canadian/hockey-themed clothing design that recognizes the daily battle faced before they even step onto the ice. We work hard to enable Ethan to excel at his favourite sport, and he has shown the other kids and parents in the stands through his own play that T1D isn't slowing him down. Now we want to show everyone by promoting a new logo design. We just need to get the word out!

I have designed a simple logo that T1D hockey players can relate to, and wear as general sportswear and/or undergarments while playing hockey.

This new logo features red cross sticks behind a red maple leaf signifying the Canadian spirit. A red ring represents center ice, which is surrounded by red stars representing athletic perseverance and strength. All are surrounded by the internationally recognized diabetes blue ring symbol. Lastly, the #NoDaysOff hashtag highlights the consistency, commitment and composure required to master one's body and live a long, healthy life while managing T1D.

We have just opened a shop on Etsy, and have created a number of products that I think your hockey loving patients would be interested in. Perhaps the best part yet (aside from free shipping!)— 100% OF THE NET PROCEEDS WILL BE DONATED TO DIABETES CANADA TO SUPPORT THOSE AFFECTED AND HELP FIND A CURE.

<https://veritasdesignsca.etsy.com/>

This initiative remains in its infancy (we opened our shop this week), so I hope that you will help spread the word and support our effort at this time.

Please feel free to share our Etsy shop with any of your patients who continue to live active lives at the rink!

If you have any questions, please reach out travismyth@hotmail.com

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