

News Release

For Immediate Release

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AMERICAN DIABETES ASSOCIATION LAUNCHES NEW THEME FOR AMERICA'S WALK FOR DIABETES

ALEXANDRIA, VA (June 23, 2006) – Every 21 seconds someone is diagnosed with diabetes. Every 21 seconds there is a new reason to walk. Who's your reason? The American Diabetes Association (ADA) has launched a new theme designed to bring the reality of the diabetes epidemic into perspective. The "Every 21 Seconds" message will be the main theme at America's Walk for Diabetes events across the country. Every 21 seconds a white and red bandana will be handed out to participants, accompanied by the sounding of a horn or drum, which signifies another person who is diagnosed with diabetes in this country. At the conclusion of the event, the vast array of bandanas will create a strong visual representation of the devastation of diabetes in America.

America's Walk for Diabetes is ADA's signature walking event to raise funds for diabetes research, education and advocacy. This premier event brings together friends, family members and co-workers across the country for up to a six-mile walk. Nearly 21 million children and adults nationwide suffer from diabetes and another 41 million are at risk for the condition. The ADA works to prevent and cure diabetes and to improve the lives of all people affected by the disease. "Diabetes touches us all," said Darlene Cain, National Chair-Elect, American Diabetes Association. "Young, old, men, women and children from every walk of life are affected by this serious disease."

"The Every 21 Seconds theme for America's Walk for Diabetes is such a poignant way to get the message across of the true devastation of this disease and how critical it is that we all do our part to help find a cure," said Cain. Diabetes is the fifth leading cause of death by disease in the United States. If present trends

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National Office

1701 North Beauregard Street
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Diabetes Information

call 1-800-DIABETES (1-800-342-2383)
online www.diabetes.org
The Association gratefully accepts gifts through your will.

The Mission of the American

Diabetes Association is to prevent and cure diabetes and to improve the lives of all people affected by diabetes.

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continue, one in three Americans, and one in two minorities, born in 2000 will develop diabetes in their lifetime. To date, the American Diabetes Association has raised and donated more than \$300 million for diabetes research.

The national presenting sponsor for ADA's America's Walk for Diabetes is Equal Sweetener. Equal, along with the other national corporate sponsors, Cary's Sugar Free Syrup, Diet Rite, and Kmart Pharmacy share a commitment to providing diabetes awareness, education and solutions for people living with diabetes. For more information about America's Walk for Diabetes, please call the American Diabetes Association at 1-888-DIABETES (342-2383) or online at www.diabetes.org/walk.

About the American Diabetes Association

The American Diabetes Association is the nation's leading voluntary health organization supporting diabetes research, information, and advocacy. Founded in 1940, the Association has offices in every region of the country, providing services to hundreds of communities. For more information, please visit www.diabetes.org or call 1-800-DIABETES (1-800-342-2383). Information is available in English and Spanish.

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