

## News Release

**For Immediate Release**

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### **CYCLING LEGEND AND TOUR DE FRANCE CHAMPION, GREG LEMOND NAMED HONORARY CHAIRMAN FOR AMERICAN DIABETES ASSOCIATION'S TOUR DE CURE**

ALEXANDRIA, VA (May 1, 2006) – Greg LeMond, the first American winner of the Tour de France, will serve as the Honorary Chairperson for Tour de Cure, the American Diabetes Association's (ADA) premier cycling event. The Tour de Cure raises money to fund the mission of the ADA—to prevent and cure diabetes and to improve the lives of all people affected by diabetes. Tour de Cure takes place nationwide and is a ride – not a race – that encourages people to dust off their bicycles and join thousands of other riders who are pedaling for a cure.

As National Honorary Chair, LeMond will urge individuals and families to join Tour de Cure and will be on hand to present the top fundraisers with the *Champion for Diabetes Award*. Top fundraisers will also qualify to win one of several official LeMond Bicycles donated by the champion himself.

“I am proud to be the Honorary Chairperson for the ADA's Tour de Cure,” said LeMond. “I know how important your health is to accomplishing your goals which is why I support the ADA. The Tour de Cure is one powerful way for all of us to become champions in the fight against diabetes and I urge you to join me in riding for a cure.”

In 1986, Greg LeMond became the first American to win the largest single annual sporting event in the world, the Tour de France. LeMond went on to taste victory again in the 1989 Tour de France, and again one month later in the 1989 World Championships. Then, as a final coup before retiring from competitive cycling, LeMond won another historic Tour de France for the third time in 1990.

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**National Office**

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**Diabetes Information**

call 1-800-DIABETES (1-800-342-2383)  
online [www.diabetes.org](http://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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“Greg LeMond’s legend has always been measured by his unrivaled levels of courage and tenacity and now, 20 years following his first Tour de France triumph, he has taken on an equally courageous challenge with victory as the ultimate goal—to find a cure for diabetes,” said Lawrence T. Smith, Chair of the Board, American Diabetes Association, “His willingness to help the ADA by supporting our fight against diabetes will help raise much needed awareness about a disease that currently affects nearly 21 million children and adults in America.”

Diabetes is the fifth leading cause of death by disease in the United States. If present trends continue, one in three Americans, and one in two minorities, born in 2000 will develop diabetes in their lifetime.

The ADA’s Tour de Cure is the largest diabetes cycling event in the country, currently held in more than 80 cities nationwide. The national presenting sponsor is Bristol-Myers Squibb Company. Other sponsors include Gold’s Gym, Performance Bicycles, LeMond Fitness, Discovery Health Channel and LeMond Racing Cycles – the official bicycle of the Tour de Cure. For more information about ADA’s Tour de Cure, please call the American Diabetes Association at 1-888-DIABETES (342-2383) or online at [www.diabetes.org/tour](http://www.diabetes.org/tour).

#### 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](http://www.diabetes.org) or call 1-800-DIABETES (1-800-342-2383). Information is available in English and Spanish.

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