

News Release

For Immediate Release

Contact: Angela Russo
(703) 549-1500 ext. 3425

A Rock Star's Challenge *Bret Michaels Talks about Living with Diabetes in the August Issue of Diabetes Forecast*

Alexandria, VA (July 16, 2007) – At 44 years old, rocker Bret Michaels, frontman for the group Poison, is more determined than ever to live his own life. His new reality TV show, “Rock of Love,” debuts July 15 on VH1. And in the August issue of the American Diabetes Association’s (ADA) *Diabetes Forecast* magazine, Bret speaks openly about his personal challenges with having diabetes and taking responsibility for managing his disease.

Bret was diagnosed with type 1 diabetes when he was 6 years old. With more than 38 years of insulin shots and glucose checks, he is careful about tracking his diabetes and keeping it in control. “It would be nice to say that every one of my blood sugars is 108, but that would be my greatest lie,” said Bret. Working through the bad moments is what Bret says is the key to staying healthy.

Watching what he eats is also a challenge for Bret. With two daughters who enjoy pizza , pasta, and salsa and chips, plus his own love of peanut butter, Bret continually has to keep in mind how these foods will affect his diabetes and how to choose healthier alternatives. “You’re occasionally allowed to throw a tantrum, but you have to keep your humor about it,” said Bret. “Humor is essential to winning diabetes.”

This year is extremely busy for Bret. In addition to the VH1 reality series, in which 25 single women will compete for his heart, he is embarking on a U.S. tour with his band, Poison. So keeping his diabetes in control will be more important than ever—as is evident on “Rock of Love.” As Bret tells *Diabetes Forecast*, “You can’t have a TV show with me in it and not have diabetes be a part of it, because diabetes is a part of me.”

- more -

National Office

1701 North Beauregard Street
Alexandria, VA 22311
Tel: 703-549-1500

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.

News Release

ADA's Diabetes Forecast Features Rock Star Bret Michaels/page 2

Also in this month's issue of *Diabetes Forecast*, the magazine's *Diabetes Advocate* section highlights ADA's collaboration with AARP, the Alzheimer's Association, the American Cancer Society Cancer Action Network, and the American Heart Association to fight for quality and affordable health coverage for all Americans.

This collaboration seeks to bring attention to the challenges that chronic diseases like diabetes can have on individuals and their families. One example in this month's magazine shares the story of Shannon McElveen, whose husband, mother, father-in-law, and cousin have type 2 diabetes – and most recently her daughter, Samantha, was diagnosed with type 1 diabetes. Shannon's family's health insurance costs exceed \$200 each week. And, after losing her job last year, Shannon often faces the difficult struggle of trying to figure out how to pay the health care costs or buy groceries for her family. This is the reason why all five organizations have joined together to create and reinforce a presidential campaign agenda about quality and affordable health care coverage.

The August issue of *Diabetes Forecast* also features:

- A Trimmer You—Meal replacements: safe and effective?
- Diabetes Basics—Eating disorders and diabetes: a dangerous combo
- Research Profile: Weight-loss surgery is good for people with diabetes, but why?

Diabetes Forecast has been America's leading diabetes magazine for over 55 years. Each full-color issue provides the latest information on diabetes research and treatment, as well as practical tips on day-to-day coping with diabetes. The magazine is published monthly by the American Diabetes Association.

The American Diabetes Association is the nation's premier voluntary health organization supporting diabetes research, information and advocacy. The Association's mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes. Founded in 1940, the Association provides services to hundreds of communities across the country. For more information please call the American Diabetes Association at 1-800-DIABETES (1-800-342-2383) or visit www.diabetes.org. Information from both these sources is available in English and Spanish.

###

National Office

1701 North Beauregard Street
Alexandria, VA 22311
Tel: 703-549-1500

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.