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For Immediate Release: October 20, 2007

American Diabetes Association Steps Up to Fight Diabetes

Association creates new model of nonprofit fund-raising events and raises more than \$600,000 for a cure

Philadelphia, Pa.— Men and women from across the country climbed more than 1,000 stairs and walked 10 miles throughout Philadelphia today in the first-ever Step Up to Fight Diabetes fund-raising challenge. The Step Up event raised more than \$600,000 for the research, education and advocacy efforts of the American Diabetes Association.

Step Up to Fight Diabetes marked a reinvigorated attack on diabetes and a fresh approach to fund-raising events by adding the challenge of stairs to the traditional walking route. During Step Up, participants went on a “climbing tour” of the City of Brotherly Love. As participants— better known as “climbers”— walked 10 miles, they climbed 25 staircases (1,000 steps) and were supported by Step Up Volunteers (“SUVs”) every step of the way.

After beginning at Temple University’s Liacouras Center, climbers journeyed down Broad Street to historic Franklin Square Park. Further into the course, they strolled to City Hall, where they braved the 152 steps located *inside* the building before making their way to the well-known Philadelphia Museum of Art (of *Rocky* fame). After conquering the *Rocky* steps, climbers headed back to the Liacouras Center, where they were greeted by a cheering crowd of family, friends and fellow climbers ready to celebrate their success.

"Diabetes is the fastest-growing disease in America and the incidence of the disease is four percent higher in Philadelphia than the national average," said American Diabetes Association CEO Larry Hausner. "Our hope is that Step Up can spread awareness about diabetes and raise money for a cure."

Southeastern Pennsylvania Leadership Chair Barry White participated in the event as a climber. “Today, I was joined by supporters from across the nation. Our goal was to climb 1,000 stairs to fight diabetes and we did it! Each step brought us closer to finding a cure,” said White.

Funds raised at Step Up to Fight Diabetes support the American Diabetes Association’s mission to prevent and cure diabetes and to improve the lives of all people affected by diabetes.

Step Up to Fight Diabetes will return to Philadelphia on October 18, 2008. For more information or to register, please call the Step Up office at 610-828-5003.

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About Diabetes

Diabetes is the fastest growing disease in America; nearly 21 million children and adults have diabetes in the U.S., and another 54 million are on the verge of developing the disease. If current trends continue, one out of every three children, and one out of every two minority children, will be diagnosed with diabetes in their lifetime. Each day, approximately 4,110 people are diagnosed with diabetes, and 613 people die from the disease. Diabetes is a chronic disease that has no cure. While not all types of diabetes are preventable, we can improve the lives of those who have the disease while searching for a cure. Diabetes does not stop at diagnosis and a treatment regimen. It can cause many complications, including stroke, kidney failure, heart disease and amputation.

About the American Diabetes Association

The American Diabetes Association is the nation's leading 501(C)3 nonprofit health organization providing diabetes research, information and advocacy. Founded in 1940, the American Diabetes Association conducts programs in all 50 states and the District of Columbia, reaching hundreds of communities. The mission of the Association is to prevent and cure diabetes and to improve the lives of all people affected by diabetes. To fulfill this mission, the American Diabetes Association funds research, publishes scientific findings, provides information and other services to people with diabetes, their families, health professionals and the public. The Association is also actively involved in advocating for scientific research and for the rights of people with diabetes.

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Step Up to Fight Diabetes would like to thank our National Sponsor, Rite Aid; Silver Sponsor, Merck; Bronze Sponsor, AstraZeneca; and Medical Sponsor, Temple University Health System Transport Team.