



PRESS RELEASE

November 13, 2007 – San Francisco, California USA

World Diabetes Day Lights up the Skyline

San Francisco unites as illumination of Coit Tower marks first United Nations World Diabetes Day

On November 14th at 4:00 PM (PST), the Coit Tower, one of San Francisco's most celebrated landmarks, will light up in blue to mark the first United Nations World Diabetes Day.

The Coit Tower joins over 100 of the world's most iconic buildings and sites, lighting up the skyline in the blue color of the diabetes circle - the symbol for the fight against diabetes.

Other famous buildings being lit blue on the 14th include:

- Empire State Building, New York, United States
- Sears Tower, Chicago, United States
- Leaning Tower of Pisa, Pisa, Italy
- CN Tower, Toronto, Canada
- Niagara Falls, Niagara Falls, Canada
- Sydney Opera House, Sydney, Australia
- Tokyo Tower, Minato-ku, Tokyo, Japan
- London Eye, London, United Kingdom
- and the building currently considered the world's tallest: the Taipei 101 Tower in Taiwan.

This first U.N. World Diabetes Day (November 14th) seeks to recognize the terrifying diabetes epidemic, which is global, but today affects America more than any other nation.

One person dies from diabetes-related causes every ten seconds.

Today, 246 million people live with diabetes globally and if nothing is done, this figure will reach 380 million within 20 years. That's more than the population of the USA.

Diabetes is a leading cause of blindness, kidney failure, amputations and heart disease. It is a slow, painful death sentence for most people who suffer from it.

Kelly Close, Editor-in-Chief of *diaTribe*, an online newsletter for people with diabetes based in San Francisco, and a sponsor of this event said: “We are delighted that San Francisco is doing its part to recognize World Diabetes Day. We are a melting pot here, and as diabetes affects minorities disproportionately, our city is at a point of crisis. For example, one out of two Hispanic girls born here will suffer from diabetes in their lifetime. It's time we did something about it.”

Approximately 52,000, or 6.5% of San Francisco children and adults suffer from diabetes.

Mayor Newsom’s Challenge: Shape Up San Francisco, launched in April 2006, is working to create environments that are conducive to exercise and physical activity, and can therefore reduce the risk of diabetes.

Christina Carpenter, a Health Promotion Consultant for the San Francisco Department of Public Health commented: “I encourage all San Franciscans to help fight this disease and its life-threatening complications by increasing awareness of the risk factors for diabetes, making healthy lifestyle choices, and by providing care and treatment to those suffering from diabetes.”

Lighting of the Coit Tower for World Diabetes Day is sponsored by:

- *diaTribe*, an online newsletter for people with diabetes; (www.diatrube.us)
- *Diabetes Mine*, a popular diabetes blog; (www.diabetesmine.com)
- The Diabetes Care Coalition; (www.diabetesalc.org)
- Johnson & Johnson/LifeScan, who recently established the Johnson & Johnson Diabetes Institute to provide diabetes education and training to healthcare professionals; (www.lifescan.com)

To mark the importance of World Diabetes Day, individuals are encouraged to wear the diabetes pin, which incorporates the blue circle – the global symbol for diabetes. Further details of the campaign and how people can show their support can be found at www.worlddiabetesday.org.

For further information, please contact Kelly Close, Editor-in-Chief, diaTribe. Phone 415-518-5336 or via email: kelly.close@closeconcerns.com

diaTribe

diaTribe is a free e-newsletter for people eager to learn more about better managing diabetes for themselves or for a loved one. It's based in San Francisco and can be found on the internet at www.diatrube.us. diaTribe was founded by Kelly Close, who has herself lived with diabetes for the last twenty years.

DiabetesMine

DiabetesMine.com is an information resource and a community networking place for people affected by diabetes. Its creator, Amy Tenderich, is a journalist who lives with Type 1 diabetes herself, and shares an unusual “cynically optimistic” view of the trials of living with this condition. She speaks creatively and from the heart — to people with diabetes and their family, friends, and community — on topics ranging from inside looks at diabetes research and breaking news to daily life with diabetes to uncovering the diabetics’ deepest hopes and fears. Visit this “gold mine of straight talk and encouragement for people living with diabetes” at www.diabetesmine.com.

World Diabetes Day

Introduced by the International Diabetes Federation and the World Health Organization in 1991, World Diabetes Day has been celebrated by diabetes representative organizations worldwide ever since. The date of 14 November was chosen because it marks the birthday of Frederick Banting, who, along with Charles Best, is credited with the discovery of insulin. UN Resolution 61/225 establishes November 14 as a United Nations observed day from 2007. Visit www.worlddiabetesday.org for further information about the campaign and for a full list of landmarks that will light up.