



Neo-Soul Singer Angie Stone Belts a New Tune: Be Fearless in the FACE of Diabetes

Grammy Award-nominated artist encourages African-Americans living with diabetes to take control of their disease

NEW YORK, April 15, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- Grammy-nominated singer- songwriter Angie Stone has teamed up with Eli Lilly and Company to launch the national Fearless African-Americans Connected and Empowered (F.A.C.E.) Diabetes campaign to encourage African-Americans with diabetes to take control and learn how to better manage their disease.

Based on in-depth research of African-Americans with diabetes, insights from physicians and various national and local health advocacy organizations, and a successful pilot program in Chicago, the campaign is launching nationally and will be rolled out in various metropolitan cities throughout the year starting with Atlanta in May, followed by Washington, D.C. and Indianapolis.

"When I was first diagnosed with diabetes eight years ago, I was in total denial about my disease and its impact on my life. I didn't understand the importance of following my doctor's treatment program and making lifestyle changes to better manage my diet and my weight," said Stone. "But through trial and error and working with my healthcare team, my diabetes is finally under control. I've signed on as the national spokesperson for the F.A.C.E. Diabetes campaign because I want to be an example and encourage our community to get active and fearlessly face diabetes."

Through a series of practical and sustainable programs in local communities, the campaign's goal is to help foster behavioral and attitudinal changes in areas critical to success in managing diabetes such as nutrition/cooking, physical activity, health and overall well-being. The F.A.C.E. Diabetes campaign also has a comprehensive online component, www.FACE-Diabetes.com, which includes diabetes information, health and nutrition tips and recipes, details about upcoming events around the country, Stone's personal journey with diabetes and inspirational messages from Stone and diabetes/nutrition experts.

Despite significant treatment advances and a wide variety of patient education and support programs, the incidence of diabetes and its resulting medical complications continues to rapidly rise. Moreover, African-Americans in the United States are disproportionately impacted by diabetes. According to the American Diabetes Association, more than three million African-Americans are diagnosed with diabetes,(1) and additional research suggests nearly one million African-Americans remain undiagnosed.(2)

"The disproportionate impact of diabetes on African-Americans is staggering. However, just because there is a high prevalence in our community, it doesn't mean we should accept diabetes as something we can't change," said Dr. Eugene Wright, diabetes specialist and Medical Director, Primary Care and Specialty Practices of North Carolina Cape Fear Valley Health System. "There is a need for programs like the F.A.C.E. Diabetes campaign that complement the information and the treatment regimens provided in the doctor's offices and which provides resources and support to those patients who need it most. I encourage our community to take a stance against diabetes and get involved with the F.A.C.E. Diabetes campaign."

"Lilly is excited to launch the F.A.C.E. Diabetes campaign nationally and help African-Americans with diabetes learn to better manage a disease that can lead to devastating complications if left uncontrolled," said Baryona Billington, Manager, Diabetes Business Unit, Eli Lilly and Company. "Support of the F.A.C.E. Diabetes campaign is in line with our company's mission to do all we can to arrest the progression of diabetes for individuals and communities. Lilly is committed to helping individuals achieve greater success in managing their disease by complementing therapeutic advances with campaigns like F.A.C.E. Diabetes that provide practical tools and local and culturally relevant community programs."

About the F.A.C.E. Diabetes Campaign

The Fearless African-Americans Connected and Empowered (F.A.C.E.) Diabetes Campaign is a grassroots movement targeting African-Americans in the United States to help individuals, families and neighborhoods overcome key barriers to success in living with diabetes. Supported by Eli Lilly and Company, and national and local health advocacy organizations, the F.A.C.E. Diabetes campaign will implement a series of practical and sustainable programs, which will help foster behavioral and attitudinal changes in areas critical to success in managing diabetes such as nutrition/cooking, physical activity, health and overall well-being. For additional information about the F.A.C.E. Diabetes campaign and/or events, go to www.FACE-Diabetes.com.

About Angie Stone

South Carolina native Angie Stone began singing at First Nazareth Baptist Church as a child and by the age of sixteen, she formed the rap trio, The Sequence. Their hits for Sugarhill Records showcased Angie's vocal chops to the world beyond her Carolina home, and by the mid '80s, she had worked with top producers in the music world as well as signed with A&M Records with her neo-soul trio, Vertical Hold. In 1999, Stone released her much-heralded debut solo album, "Black Diamond," on Arista Records. The word on Angie was that she was a modern day-Aretha Franklin providing an exuberant return to classic soul. Stone quickly became a certified-gold CD artist as well as an international star. Recently, she was nominated for a Grammy for the song "Baby" from "The Art of Love & War," her latest debut CD for the newly reactivated Stax Records. Writing over 90% of the songs, the album highlights her personal journey through her diary of love, pain, joy and empowerment and showcases every nuance of her vocal range.

About Eli Lilly and Company

Lilly, a leading innovation-driven corporation, is developing a growing portfolio of first-in-class and best-in-class pharmaceutical products by applying the latest research from its own worldwide laboratories and from collaborations with eminent scientific organizations. Headquartered in Indianapolis, Ind., Lilly provides answers -- through medicines and information -- for some of the world's most urgent medical needs. Additional information about Lilly is available at www.lilly.com.

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