



## The American Diabetes Association and Eli Lilly and Company Encourage African Americans to Learn About Diabetes Through a Familiar Face

### Free community event offers diabetes education and an appearance by award-winning actor and comedian Anthony Anderson

ATLANTA, Aug. 17, 2011 /PRNewswire/ -- The 14th annual *Victory Over Diabetes* event, hosted by the American Diabetes Association (the Association), will take place in Atlanta on August 20, featuring educational workshops, free health screenings and resources designed to encourage African Americans to take control of their health and better manage their type 2 diabetes. In attendance will be Eli Lilly and Company's **F**earless **A**African-Americans **C**onected and **E**mpowered (F.A.C.E.) Diabetes initiative spokesperson, award-winning actor and comedian Anthony Anderson(1).

As the newest face to join Lilly's F.A.C.E. Diabetes initiative, Anderson is traveling to major cities around the United States to raise awareness of the type 2 diabetes epidemic among African Americans, a population disproportionately affected by the disease. In fact, according to the Association, African Americans are 1.8 times more likely to have diabetes than non-Hispanic whites.(2) Anderson will be at *Victory Over Diabetes* to share his personal testimonial during the lunch break between 12:30—1:15 p.m. Anderson will also be available for a meet-and-greet with attendees in the F.A.C.E. Diabetes booth.

"Being diagnosed with type 2 diabetes is life changing, but with the help of a team of medical professionals, I've taken control of my disease," said Anderson. "I'm eager to share my story at *Victory Over Diabetes* and hope to encourage the African American community in Georgia to feel empowered to take control of their own health."

Diabetes is a common and serious chronic disease in Georgia. According to the Georgia Department of Community Health, one in seven adults is living with diabetes, with as many as one-third of adults unaware they have the disease.(3) Through community-based events such as *Victory Over Diabetes*, the Association and Lilly hope to provide useful information and solutions that help overcome the barriers many African Americans face while living with the disease.

*Victory Over Diabetes* will kick off at 7:15 a.m. with check-in and free health screenings on Saturday, August 20, at the Georgia International Convention Center (2000 Convention Ct. Concourse, College Park, GA 30337). The official program will run from 8:30 a.m.—4 p.m.

"This year marks our third year working with F.A.C.E. Diabetes for *Victory Over Diabetes*, now in its fourteenth year," said Mike Gault, Sr. Executive Director, American Diabetes Association, Atlanta/North Georgia Region. "Sponsors such as Lilly enable us to provide practical resources and inspiring stories to those affected by diabetes, encouraging them to take ownership of their disease."

Although the event is free, advanced registration is required. For additional information on *Victory Over Diabetes* or to register online, please visit [www.diabetes.org/vodatlanta](http://www.diabetes.org/vodatlanta). For more information on the F.A.C.E. Diabetes initiative, visit [www.FACE-Diabetes.com](http://www.FACE-Diabetes.com).

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

The **F**earless **A**African-Americans **C**onected and **E**mpowered (F.A.C.E.) Diabetes initiative 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. It is supported by Eli Lilly and Company, and national and local health advocacy organizations. For additional information about the F.A.C.E. Diabetes campaign and/or events, go to [www.FACE-Diabetes.com](http://www.FACE-Diabetes.com).

### About Lilly Diabetes

For more than 85 years, Lilly has been a worldwide leader in pioneering industry-leading solutions to support people living with and treating diabetes. Lilly introduced the world's first commercial insulin in 1923, and remains at the forefront of medical and delivery device innovation to manage diabetes. Lilly is also committed to providing solutions beyond therapy — practical tools, education, and support programs to help overcome barriers to success along the diabetes journey. At Lilly, the journeys of each person living with or treating diabetes inspire ours. For more information, visit [www.lillydiabetes.com](http://www.lillydiabetes.com).

## About Eli Lilly and Company

Lilly, a leading innovation-driven corporation, is developing a growing portfolio of 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](http://www.lilly.com).

## About the American Diabetes Association

The American Diabetes Association is leading the fight to stop diabetes and its deadly consequences and fighting for those affected by diabetes. The Association funds research to prevent, cure and manage diabetes; delivers services to hundreds of communities; provides objective and credible information; and gives voice to those denied their rights because of diabetes. Founded in 1940, our mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes. Additional information is available at [www.diabetes.org](http://www.diabetes.org).

(1) Anthony Anderson is a paid spokesperson for Eli Lilly and Company.

(2) African Americans and Complications. <http://www.diabetes.org/living-with-diabetes/complications/african-americans-and-complications.html>. Accessed July 5, 2011.

(3) Georgia Department of Community Health. 2009 Diabetes Surveillance Report. <http://health.state.ga.us/pdfs/epi/cdiee/Diabetes%202009%20Report%2011-18.pdf>. Accessed July 5, 2011.

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