



The American Diabetes Association and Eli Lilly and Company Encourage African-Americans to Face the Music about Diabetes Management

Free community event offers diabetes education, healthy cooking demonstrations, and a special performance by Grammy(R)-Nominated R&B Singer-Songwriter Angie Stone

ATLANTA, Aug 05, 2010 /PRNewswire via COMTEX News Network/ -- The 12th annual *Victory Over Diabetes* event, hosted by the American Diabetes Association (the Association), will take place in Atlanta on August 7, featuring Eli Lilly and Company's Fearless African-Americans Conected and Empowered (F.A.C.E.) Diabetes initiative and campaign spokesperson, R&B sensation Angie Stone. This free day-long event offers educational workshops and culturally relevant resources that empower African-Americans to better manage diabetes, a disease affecting more than 10 percent of Georgia's adult population.(1)

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

As part of Lilly's F.A.C.E. Diabetes initiative, Stone has been traveling to major cities around the United States since 2007 to raise awareness of the 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 as non-Hispanic whites.(2) 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.

"I know from experience that living with type 2 diabetes is a lifelong journey," said Stone. "Today, I am successfully managing my diabetes through a series of positive lifestyle changes. I'm eager to share my story with my hometown of Atlanta, to better motivate residents to become a change-agent for themselves, their families and the African-American community."

Also attending this year's event are the Hebni Nutrition Consultants, creators of the Soul Food Pyramid(TM), who will conduct onsite diabetes-friendly cooking demonstrations. Their recipes and cooking tips will help teach attendees better dietary habits that do not sacrifice the great taste of traditional comfort foods.

"We are excited to team up with F.A.C.E. Diabetes for the second year in a row for *Victory Over Diabetes*, now in its twelfth year," said Mike Gault, Sr. Executive Director, American Diabetes Association/Atlanta Region. "From learning how to cook with sugar substitutes to implementing a regular exercise routine, sponsors such as Lilly allow us to help those with diabetes take ownership of their condition through better self-management."

For more information on *Victory Over Diabetes* or the F.A.C.E. Diabetes initiative, please visit www.FACE-Diabetes.com or diabetes.org/vod.

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

The Fearless African-Americans Conected and Empowered (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.

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, Indiana, 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.

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.

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(1) Georgia Department of Community Health. 2008 Georgia Data Summary. <http://health.state.ga.us/pdfs/epi/cdiee/2008%20Diabetes%20Data%20Summary.pdf>. Accessed July 12, 2010

(2) African Americans and Complications. <http://www.diabetes.org/living-with-diabetes/complications/african-americans-and-complications.html>. Accessed July 27, 2010.

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