



## F.A.C.E. Diabetes Initiative Launches New Webisode Series

### Eating Toward Wellness virtual cooking demonstrations go Live on FACE-Diabetes.com

INDIANAPOLIS, June 4, 2010 /PRNewswire via COMTEX News Network/ -- A free Webisode series will kick off this June to offer suggestions to help African-Americans diagnosed with type 2 diabetes better manage the disease on **FACE-Diabetes.com** as part of the **Fearless African-Americans Connected and Empowered (F.A.C.E.)** Diabetes initiative. The F.A.C.E. Webisode series and initiative, sponsored by Lilly USA, LLC provide virtual diabetes-friendly cooking demonstrations, culturally-relevant eating and lifestyle tips, and useful advice from a physical fitness expert and certified diabetes educator.

(Logo: <http://photos.prnewswire.com/prnh/20031219/LLYLOGO> )

In the United States, African-Americans are disproportionately affected by type 2 diabetes, a chronic progressive disease affected by such risk factors as excessive weight gain and lack of exercise. According to the American Diabetes Association, nearly 15 percent of African-Americans aged 20 or older have diabetes,(1) and additional research suggests nearly one million African-Americans remain undiagnosed.(2)

Lilly Diabetes will frequently issue new F.A.C.E. Webisodes throughout the year on FACE-Diabetes.com, offering tips and information to help patients take control of their diabetes health. The creators of the *Soul Food Pyramid(TM)*, Hebni Nutrition Consultants Roniece Weaver, Fabiola D. Gaines, and Rojean Williams will kick off the series with a summer-themed virtual cooking demonstration showing visitors how to modify family favorites, such as barbeque and "soul slaw." Additionally, the Hebni Nutrition Consultants will offer valuable tips on how to season food and create healthier options that still maintain a great taste and great alternatives to sugary fruit drinks and high-calorie alcoholic beverages.

Launched in 2008, the F.A.C.E. Diabetes program is designed to foster behavioral and attitudinal changes in areas critical to success in managing diabetes such as nutrition/cooking, physical activity, health, and overall well-being through a series of community-based events and local support. The newly available F.A.C.E. Webisode series is a key update to the FACE-Diabetes.com Web site, which features advice from a physical fitness expert, a certified diabetes educator, and Grammy-nominated F.A.C.E. Diabetes spokesperson Angie Stone, who is living with type 2 diabetes. Additionally, visitors to FACE-Diabetes.com will find information about:

- *Nutrition and Healthy Eating* - highlights diabetes-friendly meal planning and offers healthy takes on traditional soul-food and similar family meals
- *Exercise and Staying Active* - highlights at-home exercise tips with the help of Mocha Lee, a physical fitness expert, to get people moving in a way that fits their lifestyles
- *Testimonial from Angie Stone* - the singer/songwriter shares her personal story and successful approach to managing her diabetes for the last 10 years
- *F.A.C.E. Diabetes Events and Resources* - helps visitors find local events in their area and highlights other important milestones such as National Diabetes Month

"F.A.C.E. Diabetes is committed to helping African-Americans with type 2 diabetes access practical disease management solutions and information," said Bertika Quintero, Brand Director for Lilly Diabetes Outreach Initiatives. "The F.A.C.E. Webisode series is just one of the many exciting educational opportunities that address the specific cultural needs of African-Americans with type 2 diabetes in a new and exciting way. It features topics that are important to them in their daily lives."

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

The **Fearless African-Americans Connected 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](http://www.FACE-Diabetes.com).

### About Lilly Diabetes

For more than 85 years, Eli Lilly and Company 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 journey of each person living with or treating diabetes inspires ours. For more information, visit [www.lillydiabetes.com](http://www.lillydiabetes.com)

(1) American Diabetes Association. African Americans & Complications. <http://www.diabetes.org/communityprograms-and-localevents/africanamerican/facts.jsp>. Accessed May 12, 2010.

(2) The Diabetes Monitor. Diabetes in African Americans. <http://www.diabetesmonitor.com/b44.htm>. Accessed May 12, 2010.

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