



*dedicated to finding a cure*

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**JDRF Joins with United Nations,  
Other Diabetes Organizations, to Launch  
First World Diabetes Day**

*November 14<sup>th</sup> Marks Call to Action to  
Raise Public Awareness of Growing Diabetes Epidemic*

*Irvine, CA, November 2007* – The Orange County chapter of the Juvenile Diabetes Research Foundation, the world's largest charitable funder of type 1 diabetes research, is joining the United Nations and the global diabetes community to observe the first World Diabetes Day on November 14, 2007.

As part of World Diabetes Day – and throughout the month of November, which is National Diabetes Awareness Month – JDRF will be conducting a wide range of activities to help raise awareness of type 1 diabetes, urging the public to learn more about the symptoms and devastating effects of this unpreventable disease, and encouraging them to support research leading to a cure for diabetes and its complications.

Type 1 diabetes is an autoimmune disease that affects children, adolescents, and adults, in which the immune system attacks cells in the pancreas that produce insulin, a hormone that enables people to convert food into energy. People with type 1 diabetes are dependant on insulin for the rest of their life. But insulin is not a cure, and people with diabetes are at significant risk for a

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wide range of serious complications, including heart disease, blindness and kidney disease. Developed by the UN, in conjunction with JDRF and other diabetes organizations, World Diabetes Day marks a call to action to raise awareness around the world about diabetes, to urge governments to implement national policies for the care and treatment of diabetes, and to encourage individuals to get involved. The UN recognition of November 14<sup>th</sup> follows the passing of Resolution 61/225 in December 2006. This landmark Resolution, led by the International Diabetes Federation (IDF), began as the ambitious ‘Unite for Diabetes’ campaign, and recognizes diabetes as a worldwide threat, elevating it to the same level as HIV/AIDS, Tuberculosis and Malaria.

“There are 200,000 people with diabetes in Orange County,” said Louise Cummings, Executive Director of JDRF Orange County. “More than 19,000 have type 1, many of them children. For the first time, scientists are predicting that we can expect to see a cure in our lifetime. JDRF is dedicated to finding a cure. You can make a difference immediately by joining us in our ‘Walk to Cure Diabetes’ this Sunday, November 11<sup>th</sup> at UCI.”

As JDRF unites with leading diabetes organizations including the IDF and the World Health Organization to promote World Diabetes Day on a global level, JDRF Orange County is encouraging the Orange County community to also learn more about type 1 diabetes and its complications. JDRF will mark National Diabetes Awareness Month and World Diabetes Day with several events, including:

- CHOC Diabetes Program Open House, Wednesday, November 14 11:30-1:30 a.m. to RSVP contact Jason Gudzunus at [jgudzunas@choc.org](mailto:jgudzunas@choc.org) or 714.532.7853.
- “Build-A-Bear” will donate \$1 for each purple heart sold during the month of November to JDRF. Orange County locations are in Fashion Island and Downtown Disney.

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The U.N. recognition of World Diabetes Day helps to strengthen the visibility and understanding of diabetes as a growing epidemic. To note this special event, the IDF is encouraging supporters to wear the Unite for Diabetes pin, which incorporates the blue circle – the global symbol for diabetes. The pins are available on the IDF online shop ([www.idf.org/shop](http://www.idf.org/shop)), and all proceeds from sales of the pins will directly support the IDF Life for a Child Program, which helps children with diabetes in developing countries gain access to the healthcare necessary to survive.

JDRF noted that the incidence of type 1 diabetes is on the rise. A recent report from the University of Colorado, called the SEARCH for Diabetes in Youth study, estimates that approximately 15,000 children and adolescents in the United States are diagnosed with type 1 diabetes every year, a number higher than the incidence reported by previous U.S. childhood diabetes registries.

### **About JDRF**

JDRF was founded in 1970 by the parents of children with type 1 diabetes – a disease that strikes children, adolescents, and adults suddenly, makes them insulin dependent for life, and carries the constant threat of devastating complications. Since inception, JDRF has provided more than \$1.16 billion to diabetes research worldwide. More than 85 percent of JDRF's expenditures directly support research and research-related education. JDRF's mission is constant: to find a cure for diabetes and its complications through the support of research. For more information please visit [www.jdrf.org](http://www.jdrf.org).

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