

FOR IMMEDIATE RELEASE

Shining a Light on Diabetes Awareness

(Seattle—Nov. 3 2011) The Pacific Science Center arches will be lit blue on Monday, Nov. 14, to recognize World Diabetes Day. The iconic arches will be among many world landmarks, including the Empire State Building, Sydney Opera House, the London Eye, Leaning Tower of Pisa, Tokyo Tower, and Niagara Falls to be illuminated blue to raise awareness for diabetes. The Puget Sound World Diabetes Committee will also be interviewing families with diabetes at the Seattle Center and inviting the community to wear blue, the official color representing diabetes.

Diabetes is a chronic, debilitating disease which affects nearly 500,000 people in Washington State and 220 million people worldwide and continues to increase. World Diabetes Day raises global awareness of diabetes and engages millions of people worldwide in diabetes advocacy. Started by the International Diabetes Federation (IDF) and World Health Organization (WHO), World Diabetes Day is celebrated on Nov. 14 to mark the birthday of Frederick Banting who, along with Charles Best, was instrumental in the discovery of insulin in 1922, a life-saving treatment for people with diabetes.

The Puget Sound World Diabetes Day event is a collaborative effort of local organizations committed to improving the lives of people with diabetes and those at risk. The committee includes Abbott Diabetes Care, American Diabetes Association, Animas Corporation, Benaroya Research Institute, Insulet Corporation, Juvenile Diabetes Research Foundation, Lilly USA, Lions Clubs International, Mary Bridge Children's Health Center, Medtronic, Novo Nordisk, Pacific Northwest Diabetes Research Institute, Sanofi USA, Seattle Children's Hospital, Swedish Medical Center, University of Washington, and Virginia Mason Medical Center.

In diabetes, the body does not produce or properly use insulin. There are generally two types of diabetes—type 1 and type 2, which accounts for 90% of the adult diabetes population. Type 1 diabetes is also called autoimmune diabetes and is usually diagnosed in children or young adults. In type 1 diabetes, the body's immune system mistakenly attacks and destroys the cells that make insulin. People with this disease must take insulin in order to stay alive. They must also balance their food intake and exercise. Type 2 diabetes is a metabolic disorder in which the body still produces some insulin but can't use it effectively. Type 2 diabetes is usually diagnosed in adults and does not always require insulin. People with either form of diabetes are at greater risk for many serious complications including heart disease, blindness, nerve damage and kidney damage.

Please join us in this effort by wearing blue on November 14th

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