

School Walk For Diabetes

Kids CAN Make a Difference

(NAPSA)—School children all across the nation are being encouraged to rise from the couch and rise to the challenge! School Walk for Diabetes, the American Diabetes Association's signature school-based fund-raising event, engages students of all levels of learning and physical ability to focus on the importance of healthy eating and regular physical activity, and its impact on diabetes.

School Walk for Diabetes supports programs aimed at curing and preventing diabetes, and improving the lives of all those affected by diabetes. Participation in School Walk for Diabetes can be very rewarding for each student who participates and each school that excels in the program. Each participating school that raises \$1,000 or more gets back up to 15 percent of the funds raised through a gift certificate for physical education equipment or school medical supplies. Kids also earn thank you gifts for their fund-raising efforts. School principals, physical education instructors and parents can work with students and teachers to create an event that is fun and easy for all to participate.

A community service activity, School Walk for Diabetes also helps to build school spirit and promote healthy living. It is increasingly important to reach kids with healthy living messages as obesity rates climb at an alarming rate in this younger population. Obesity among America's children and adolescents has tripled since



the 1980s and serious health consequences have followed. Type 2 diabetes, typically associated with older adults, is growing increasingly prevalent among American youth.

Last academic year, more than 1,100 schools participated in School Walk for Diabetes, generating nearly \$3 million dollars to support the mission of the American Diabetes Association. The Association's goal is to have 2,000 schools participate this year—an increase of more than 80 percent. To reach this goal, School Walk for Diabetes created new event promotion and educational materials made possible through support from national sponsors ARAMARK Corporation and McNeil Nutritionals, LLC makers of SPLENDA® No Calorie Sweetener.

Schools can sign up for School Walk for Diabetes by calling 1-888-DIABETES (1-888-342-2383) or visit www.diabetes.org/schoolwalk.

The American Diabetes Association is a national organization dedicated to the prevention and cure of diabetes and improving the lives of all people affected by diabetes.