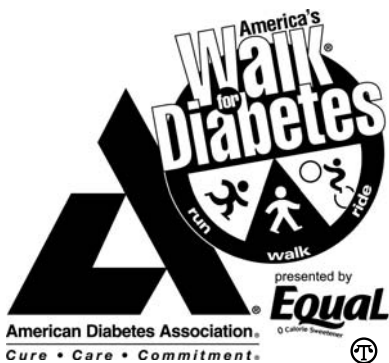


# Who's Your Reason?

(NAPSA)—Every 21 seconds, someone is diagnosed with diabetes. Every 21 seconds, there is a new reason to walk. Who's your reason? The American Diabetes Association (ADA) has launched a new theme designed to bring the reality of the diabetes epidemic into perspective. The "Every 21 Seconds" message will be the main theme at America's Walk for Diabetes events across the country. Every 21 seconds, a white and red bandana will be handed out to participants, accompanied by the sounding of a horn or drum, which signifies another person who is diagnosed with diabetes in this country. At the conclusion of the event, the vast array of bandanas will create a strong visual representation of the devastation of diabetes in America.

America's Walk for Diabetes is ADA's signature walking event to raise funds for diabetes research, education and advocacy. This premier event brings together friends, family members and co-workers across the country for up to a six-mile walk. Nearly 21 million children and adults nationwide suffer from diabetes and another 41 million are at risk for the condition. The ADA works to prevent and cure diabetes and to improve the lives of all people affected by the disease.



Diabetes is the fifth-leading cause of death by disease in the United States. If present trends continue, one in three Americans, and one in two minorities, born in 2000 will develop diabetes in their lifetime. To date, the American Diabetes Association has raised and donated more than \$300 million for diabetes research.

The national presenting sponsor for ADA's America's Walk for Diabetes is Equal Sweetener. Equal, along with the other national corporate sponsors, Cary's Sugar Free Syrup, Diet Rite, and Kmart Pharmacy, shares a commitment to providing diabetes awareness, education and solutions for people living with diabetes. For more information about America's Walk for Diabetes, please call the American Diabetes Association at (888) DIABETES (342-2383) or visit [www.diabetes.org/walk](http://www.diabetes.org/walk).