



MEDIA RELEASE: Help take the sting out of diabetes and lend your support this Diabetes Buzz Day

Monday 12th September – If you think that the one person diagnosed with diabetes every five and a half minutes is one too many, then get behind Diabetes Buzz Day this Friday 16th September.

Now in its 11th year, Diabetes Buzz Day remains the signature fundraising event for Australian Diabetes Council and its range of education services, advocacy and funding of research.

Nicola Stokes, Chief Executive Officer of the Australian Diabetes Council, believes that events like Diabetes Buzz Day are becoming increasingly important due to the alarming growth rate of diabetes across the nation. “We are encouraging everyone to get behind Diabetes Buzz Day so we can continue to provide much needed support to those living with, and at risk of developing diabetes,” she said.

“Treating diabetes and its related complications already imposes the biggest single cost on the health budget,” Ms Stokes said. “It is estimated that type 2 diabetes costs Australia \$3 billion a year”.

Diabetes is recognised as:

- the second most common cause for commencing kidney dialysis,
- the most common cause of blindness in people under the age of 60 years,
- the most common cause of non-traumatic lower limb amputation, and
- one of the most common chronic diseases in children.

“We’re encouraging people to get behind Diabetes Buzz Day and help promote diabetes awareness to their friends, family and colleagues so we can continue to provide the best possible services to people living with this chronic disease”, she said.

Merchandise for this year’s Diabetes Buzz Day can be purchased from our 2011 retail supporters Newcastle Permanent Building Society and Medicare Australia, as well as selected train stations, regional shopping centres and Australian Diabetes Council Resource Centres. For details on the above locations, how you can get involved and any other information on Diabetes Buzz Day visit www.buzzday.com.au

Diabetes Facts:

- More than 3 million Australians have diabetes or are at risk of developing diabetes
- One person is diagnosed with diabetes every five and a half minutes
- Over the past 10 years the rate of Type 1 diabetes has increased by 30% in children under 15
- Type 2 diabetes costs Australia \$3 billion every year
- People with diabetes are twice as likely to have cardiovascular disease (heart disease or stroke)
- There is currently no cure for diabetes, it is with you for life

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About Diabetes

Diabetes is a chronic disease that is diagnosed when there are abnormally high levels of glucose (sugar) in the blood. More than three million or one in four Australian adults over the age of 25 have either diabetes or impaired glucose tolerance (pre-diabetes). There are two main types of diabetes: type 1 (usually occurs in children and young adults), which represents 10-15% of cases; and type 2 (usually occurs in adults however young people, and even children, are being diagnosed), which represents 85-90% of cases and may be prevented in around 60% of people at risk.

About the Australian Diabetes Council

Australian Diabetes Council is the leading charity for people with diabetes in NSW. Australian Diabetes Council raises funds for research and provides education and lifestyle programs, as well as practical support for people living with diabetes in NSW. For more information or to make a donation call the Australian Diabetes Council on 1300 DIABETES (1300 342 238) or visit www.australiandiabetescouncil.com