



Please Participate in the 2007-2008 Promise to Remember Me Campaign

JDRF's Promise to Remember Me Campaign, running from Aug. 1, 2007 through May 1, 2008, continues the momentum built by the 2007 Children's Congress – asking members of Congress to remember those affected by type 1 diabetes when making research-funding decisions. During the campaign, our advocates will tell their stories of living with diabetes to their legislators face-to-face.

This Promise Campaign, JDRF's fifth, is the most important to date, as our advocates will be asking lawmakers to approve \$1 billion for type 1 diabetes research over the next five years. Families are encouraged to bring their children so representatives can hear firsthand about living with type 1 diabetes. Each meeting

will be chronicled by JDRF volunteers taking a picture with the legislator and the families that attend. Those pictures will then be delivered to each legislator as a reminder of the meeting.

We have seen time and again how these meetings leave a lasting impression on legislators. When they make public statements in Washington on issues of interest to people with type 1 diabetes, they often mention the children they met during the Promise campaign.

In both 2004 and 2006, JDRF volunteers and families completed more than 300 in-district meetings with lawmakers. For the current campaign, JDRF has set an ambitious goal of completing 400 meetings with legislators. With a goal of \$1 billion in funding, that means

each meeting is potentially worth \$2.5 million in research funds.

The Promise Campaign has helped make JDRF one of the most effective advocacy organizations in Washington, D.C. By forming a personal connection with your members of Congress, you can drive home the message that the millions of Americans living with diabetes and its complications are depending on their strong support for research.

Sign up to attend a meeting in your area today! You can register by visiting the Promise Campaign Web site at promise.jdrf.org. ●

Study Finds Type 1 Incidence in U.S. May Be Higher Than Thought

A new research study estimates that about 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.

SEARCH for Diabetes in Youth, a multi-center study of childhood diabetes in racially and ethnically diverse populations, is the largest survey of diabetes among people under the age of 20 conducted in the U.S. to date. The study includes 10 locations across the country where nearly 5.5 million children live.

"For the first time from medical researchers, we have an accurate estimate of the incidence of diabetes in youth in the United States, including numbers from minority groups," said Marie Nierras, JDRF's director of partnerships and consortia. "The data shows that the incidence of diabetes is rising and has enormous health policy implications, both nationally and for every state."

In a report in the *Journal of the American Medical Association*, study investigators identified 2,435 youths who were diagnosed with type 1 and type 2 diabetes in 2002 and 2003. Extrapolating that over the U.S. population, they note that the estimated overall incidence of diabetes in youths is 24.3 per 100,000 per year.

The study also found that the vast majority of people under 20 with diabetes have type 1, not type 2, diabetes. This contradicts the conventional wisdom increasingly portrayed in the media.

In children under 10, regardless of race or ethnicity, most patients with diabetes had type 1 diabetes. Among non-Hispanic white children ages 5-9, the incidence was 28.1 per 100,000 per year; for ages 10-14, the rate was 32.9. This incidence is higher than previously believed and confirms the perception among researchers that more people are being diagnosed with type 1 diabetes each year.

Even among older youth aged 10-14, type 1 diabetes was frequent among non-Hispanic white (32 per 100,000

per year), African-American (19.2 per 100,000) and Hispanic adolescents (19.2 per 100,000 per year), but was much less common among Asian (8.3 per 100,000 per year) and Native American youth (7.1 per 100,000 per year). Across all age groups, the highest rates of type 1 diabetes were observed in non-Hispanic white boys and girls.

The study was funded by the Centers for Disease Control and Prevention (CDC) and the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK), a part of the National Institutes of Health (NIH). Resources from the NIH Special Funding Program for Type 1 Diabetes Research supported the study. The program provides \$150 million per year in medical research support for type 1 diabetes but is set to expire at the end of next year unless reauthorized by Congress.

SEARCH investigators will continue to track the incidence of diabetes in youth in all of the various population groups through 2009.

New Finding Sheds Light On Diabetes Genetics

Researchers have found four new genetic regions that can determine risk for type 1 diabetes. This finding, made through a powerful new tool called genome wide association (GWA) should help scientists better understand the disease pathway for type 1 diabetes and could someday provide a profile of individual risk.

Scientists know that a number of genes affect a person's risk for type 1 diabetes, but the picture is murky. Genes related to diabetes susceptibility appear to be very common in the population, but only certain gene combinations make a person vulnerable. The new technique allows researchers to look quickly for patterns in a large number of genetic samples.

The GWA approach looks for small differences in genetic markers spread throughout the entire genome, comparing the markers present in people with the disease against those who are unaffected. This method was used by Wellcome Trust Case Control Consortium (WTCCC), a collaboration of 24 geneticists in the United Kingdom, to examine the genetics behind many common diseases. As part of this large study, the WTCCC identified six chromosomal regions that they suspect are related to type 1 diabetes.

Researchers at the JDRF/Wellcome Trust Diabetes and Inflammation Laboratory in Cambridge followed up these findings by examining the six regions using a large set of DNA samples. Their study confirmed that four of the regions are associated with type 1 risk.

"The Wellcome Trust study provides valuable new insight into the genetic origins of type 1 diabetes. This brings us one big step closer to understanding the genetic basis of disease and provides insights that may lead to preventing and/or curing it," said Dr. Richard Insel, executive vice president of research for JDRF.

In one genetic region, the study pinned the location down to a specific gene, PTPN2, which also is associated with risk for Crohn's disease, another affliction that occurs when the immune system attacks the body.

Professor John Todd, co-director of the laboratory, said, "We know that the causes of diabetes are complex and that the genes almost certainly interact with environmental factors, such as diet, low levels of vitamin D, and viral infections, to trigger the disease. But this is the first time that we have seen a link between type 1 diabetes and Crohn's disease. The link between the two diseases is clearly a very promising avenue for us to understand how they occur." ●

Save at Value City and Help Find a Cure

Value City department stores have begun an exciting partnership with JDRF to help find a cure for juvenile diabetes! Value City, with more than 110 stores across the country, carries a wide assortment of designer, department, discount and specialty store brands at prices substantially lower than competing department and discount stores. This fall you can get big savings at Value City and help your local JDRF chapter find a cure!

Visit our Web site at www.jdrf.org/valuecity where you can download and print valuable coupons worth more than \$100 in savings at Value City stores.

From now through Dec. 31, 2007, each coupon redeemed at Value City will generate a \$1 donation to your local JDRF chapter! For more information about this program, visit www.jdrf.org/valuecity today, and choose Value City for your back-to-school shopping! ●



Big Three Sneaker Campaigns Kick Off

Last year JDRF's "Big Three" sneaker partners –Advance Auto Parts, Marshalls and Walgreens – raised more than \$4.3 million for diabetes research. For 2007, our partners are more committed than ever and poised for big results. Marshalls is "dressing up" its stores with in-store merchandising in support of JDRF. Their employees are enthused and putting their best "shoe" forward for their Aug. 26 through Sept. 29 campaign.

Walgreens is stepping up their Aug. 27 through Sept. 30 campaign with in-store print advertising, plus a special promotion on the Roche Accu-Chek and Walgreens Sidekick glucose monitoring equipment.

Advance Auto Parts is all revved up for their campaign Sept. 1 through Sept. 30. The high-performance Advance machine will race from zero to 60 (actually, more than a million) in under 30 days.

Load up your family, friends and anyone who'll get a kick out of a sneaker shopping spree, and join the rest of the JDRF community when we say "Thank You" to these loyal partners and their employees who are working hard to help us find a cure faster! ●

Money in the Bank

Commerce Bank will partner with 13 chapters throughout the Northeast and South to launch a checking and savings account affinity program this fall.

JDRF supporters can raise research dollars by simply linking their eligible accounts to Commerce Bank. Donations will be given by Commerce Bank based on a percentage of each participant's annual checking, savings and CD balance's average.

To sign up, look for a local Commerce Bank representative at a participating chapter's Walk or call your chapter for more information.

Old Orchard Juices Up JDRF Fundraising

Sparta, Mich.-based Old Orchard Brands, one of the country's largest fruit juice brands and a proud corporate partner of JDRF, is "juicing up" fundraising programs at JDRF Walks this year. In 2006, Old Orchard began its partnership with JDRF through a broad advertising campaign and sampling of its low-sugar Healthy Balance juice products at JDRF Walks across the country. This year, Old Orchard has expanded its commitment to JDRF in an effort to raise more money, faster!

Old Orchard's exciting new opportunity, the "Healthy Balance Challenge" collect and win promotion will launch in

August, providing JDRF friends and families with a fun and healthy way to raise more money for research.

Here's how it will work: every time you purchase a bottle of Old Orchard juices, simply cut out the UPC label from the bottle. At JDRF chapters, Old Orchard collection stations will include special return envelopes to send in your labels. For every cutout received, the company will generously donate 20 cents to your JDRF chapter.

With Walk season coming up, the Healthy Balance Challenge offers a real opportunity to boost this year's fundraising. Enlist the help of friends, family, schools, and Walk teams – money earned for the labels you collect

can be allocated towards your Walk team total.

And to boost the challenge just a little more, there's the contest's grand prize: the individual or team that collects the most labels will **win a brand-new Mazda Tribute** to be presented at the 2008 JDRF Annual Conference.

A special note of thanks to Old Orchard: the company will donate up to \$1 million through the Healthy Balance Challenge – and that's in addition to the \$650,000 that has already been pledged!

Are you up for the challenge? Ask your chapter for more information, or get started and track your progress online at www.healthybalancechallenge.com! ●



LifeScan Invites You Into the Circle of Excellence

LifeScan, JDRF's National Family Walk Team Sponsor, has launched the Circle of Excellence, a family team rewards and recognition program. The program is designed to help walkers move to the next level of fundraising by providing tools and incentives to establish and develop highly successful family teams.

Family teams raising a minimum of \$10,000 will be inducted into the Circle of Excellence and recognized with a special diamond, ruby, emerald or sapphire jeweled sneaker pin. Teams attaining the \$75,000-plus diamond level will send their team captains and a guest to JDRF's annual conference for special recognition, including an exclusive Circle of Champions reception.

A National Family Team Committee has been assembled to work with chapters to share the latest in family fundraising. In addition, a new family team newsletter – *Walk Talk* – has been developed that highlights best practices and offers exciting team-building tips.

With the help of LifeScan, JDRF's family teams are moving us even closer to a cure. For more information, visit www.jdrf.org/lifescan. ●

Build-a-Bear Workshops 'Hearts' JDRF!

Build-a-Bear Workshops is offering an exciting opportunity to raise money for JDRF! Build-a-Bear Workshops are an innovative experience where children can create their own furry friends in more than 240 stores worldwide. The company's support of children's health and wellness causes is equally special, and in 2007, Build-a-Bear Workshop Foundation is partnering with JDRF to provide a fundraising challenge built around its signature purple satin hearts.

During National Diabetes Awareness Month this November, Build-a-Bear will contribute \$1 to JDRF for every purple satin heart sold. In the past two years, JDRF has received more than \$90,000 from Build-a-Bear Workshops through this program. ●

Enjoy a Taste of Home Entertaining

JDRF is proud to announce its partnership with the direct-sales party planning company, Taste of Home Entertaining, a subsidiary of The Readers Digest Association. Taste of Home Entertaining launched its charitable partnership on July 14, at its annual sales conference that featured JDRF child ambassador Drake Parker and company CFO Howard Halligan.

Thousands of Taste of Home Entertaining consultants are selling the music CDs "Martini Jazz," "Taste of Italy" and "Holiday Memories" at direct-sales parties nationwide. For every CD sold, the company will donate \$1 to help find a cure for diabetes and its complications. For more information, or to find a consultant to order your copy of "Martini Jazz," "Taste of Italy" and "Holiday Memories," visit www.tohe.com. ●

