

**ICLDC Launches I COOK HEALTHILY;  
Live cook show, nightly during Ramadan  
at Abu Dhabi's Marina Mall**

**Every night until October 11, 9.30pm to 10.30pm**

(for more information log on to [www.icldc.ae](http://www.icldc.ae); [www.diabetesuae.ae](http://www.diabetesuae.ae) )



**Abu Dhabi, September 2007:** Abu Dhabi's Marina Mall has joined hands with Imperial College London Diabetes Centre (ICLDC) to host live cooking demonstrations during the Holy Month of Ramadan (from 9.30pm to 10.30pm nightly).

'I COOK HEALTHILY' is the second stage of ICLDC's multi-pronged public health awareness campaign, 'DIABETES. KNOWLEDGE. ACTION', in partnership with Emirates Foundation.

Chef Salim, executive chef with Abu Dhabi National Hotels, is billed to make nightly performances, cooking up more than 60 recipes (two a night) at a bespoke IKEA kitchen especially constructed in the Mall's exhibition concourse.

ICLDC's Dr Maha Taysir Barakat, Consultant Endocrinologist and Medical & Research Director at the Centre endorsed the cook show concept and approved each of the 60 recipes. She confirmed that by maintaining a healthy lifestyle, including a balanced diet, diabetes can not only be managed, but it is possible to help prevent its onset, if caught early.

Recent figures suggest that one out of five people in the UAE aged 20 to 79 already lives with diabetes.

Marina Mall's general manager, Nadeem Wajahat, has pledged the Mall's support of the 'I COOK HEALTHILY' campaign: "Marina Mall is playing host to this month-long event as we believe that diabetes is an increasing concern for us all."

He estimated that more than 10,000 people will participate over the Holy Month in the nightly cooking demonstrations, with even more taking home the healthy-eating, daily recipe cards. The recipes will also be available for download on [www.diabetesuae.ae](http://www.diabetesuae.ae).

"Marina Mall is one of Abu Dhabi's most popular community meeting places and is an excellent choice of venue for communicating vital messages to a broad audience. We believe this joint effort will yield the desired results," Wajahat observed.

Earlier this year, Marina Mall also worked with ICLDC in the 'I WONDER' diabetes screening initiative by hosting a special booth at the Mall where more than 17,000 people received one-on-one consultation.

IKEA too were fast to show support in the effort to speed awareness of diabetes by building the 'I COOK HEALTHILY' kitchen at the Mall.

Tarja Arvela-Yilmaz, marketing manager, IKEA UAE said : "With statistics that suggest the UAE has the second highest prevalence to diabetes, worldwide, it is quite possible that we all know someone who is living with diabetes.

"I COOK HEALTHILY' is designed to provide families with information that explains and facilitates just how easy it is to cook a healthy meal by making some simple changes to the ingredient mix and portion sizes, without spoiling the dish!"

Abu Dhabi's state-of-the-art diabetes centre, ICLDC, opened just over one year ago (August 2006) and is now the UAE's largest, leading, multi-disciplinary diabetes facility. It is dedicated to prevention, treatment, training and research covering all aspects of diabetes and its complications.

~Ends~

**Photo Caption : ADN's Chef Salim is backing the nation's fight against diabetes by preparing ICLDC's 'I COOK HEALTHILY' recipes in front of a live audience at Abu Dhabi's Marina Mall, nightly from 9.30pm to 10.30 pm this Ramadan.**

## **Notes to the Editor**

### **About Imperial College London Diabetes Centre**

The Imperial College London Diabetes Centre is a state-of-the-art specialised out-patient clinic dedicated to help detect, prevent and treat diabetes. The centre is a one-stop-facility that specialises in Diabetes Treatment, Research, Training and Public Health. Located in Abu Dhabi (next to the Zayed Military Hospital), ICLDC allows the highest level of specialised patient care, from first diagnosis to the continued management of all complications associated with diabetes.

Imperial College London holds a renowned history and expertise in the study of diabetes, bringing one of the leading medical academic institutions in the world to Abu Dhabi as a core working partner. Under ICLDC practices, one of the Centre's primary objectives will be to provide continuing education for health professionals and the general public. For more details visit: [www.icldc.ae](http://www.icldc.ae)

### **About Emirates Foundation:**

The Emirates Foundation, created in 2005, represents a unique, multi-sector effort to create a new range of opportunities for the people of the United Arab Emirates (UAE). Through philanthropic projects within our four core areas of interest, we seek to engage all individuals and groups in the UAE to usher in a new era of mutual achievement. The four core areas for our work are: education; research & development; arts & culture; and social & environmental development. All our activities are designed to benefit the broader public, both directly and indirectly. In many cases, the success of our projects will be dependent on large-scale public participation. We invite you to explore our website to learn more about the role that we intend to play in our community. [www.emiratesfoundation.ae](http://www.emiratesfoundation.ae)

**About Marina Mall:**

Marina Mall is Abu Dhabi's landmark in shopping and entertainment set on the the Abu Dhabi breakwater. With over 350 local and international retailers and services, Marina Mall covers a gross built area of 257,000 m<sup>2</sup> and has a gross leasable area of over 120,000 m<sup>2</sup> spread over four levels. With 4,200 parking bays, 1100 of which are in the underground basement, there is more than sufficient space for all visitors. The Mall is owned and managed by the National Investment Corporation (NIC).

**About IKEA:**

IKEA, a member of the Al-Futtaim Group, offers an extensive range of home furnishing items of good design, value and functionality. IKEA UAE closely follows the popular self-serve, self assembly concept which was conceived in Sweden over half a century ago and offers customers a complete family day out through its ability to cater to children's needs. With stores in Dubai and Abu Dhabi, IKEA UAE won the 'Best Integrated Communications in 2004' award from Gulf Marketing Review among all retail companies in the UAE. Toll free number for the world-famous brand is 800 4532 (800 IKEA). The IKEA catalogue is also available online [www.ikeauae.com](http://www.ikeauae.com)

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