

**Daman partners with ICLDC and Emirates Foundation with the support of
Abu Dhabi Tourism Authority to launch
WALK UAE 2007**

'START WALKING. PREVENT DIABETES.'

**10,000 participants targeted for Walkathon along Abu Dhabi Corniche
November 23 2007 3:00 p.m.**

(for more information log on to www.diabetesuae.ae)

Abu Dhabi, October 2007: Abu Dhabi's Imperial College Diabetes Centre (ICLDC), in partnership with Emirates Foundation, has joined hands with the National Health Insurance Company – Daman, to stage a mass walkathon in the capital on November 23 2007, 3.00 pm start. Abu Dhabi Tourism Authority (ADTA) has also pledged its support.

Officials have confirmed that more than 10,000 people are targeted to join the event, dubbed WALK UAE 2007, as the nation comes together in the fight against diabetes.

The walkathon is set to cover a five kilometre route along Abu Dhabi's Corniche and is designed to encourage participation from families, business teams and individuals across the UAE.

Daman's CEO Dr Michael Bitzer, has pledged Daman's support of the campaign and Daman is onboard as the event's exclusive sponsor : "We are right behind this drive to kick diabetes from the UAE, and hope that in the region of 10,000 people, and more, will participate in the WALK UAE 2007 walkathon.

“Daman is committed to playing an active role in improving health standards by engaging in public education and enhancing knowledge about diabetes. Daman is bettering the healthcare industry by encouraging preventive approaches.

“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. Daman aims to be the guardian arm that protects the health and wellbeing of the community,” he said.

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

Meanwhile, H.E Mubarak Al Muhairi, director general, Abu Dhabi Tourism Authority too endorsed the walkathon initiative : “Diabetes must be stamped on and we are ready to put our weight behind this effort in encouraging the nation to join together in WALK UAE 2007.”

ICLDC’s Dr Maha Taysir Barakat, Consultant Endocrinologist and Medical & Research Director at the Centre has been consistent in her advice that regular exercise is crucial to maintaining a healthily lifestyle and applauded the walkathon initiative.

WALK UAE 2007 - ‘START WALKING. PREVENT DIABETES.’ is the third step of ICLDC’s multi-pronged public health awareness campaign, ‘DIABETES. KNOWLEDGE. ACTION.’, in association with Emirates Foundation.

The campaign has already borne success, with more that 30,000 people receiving consultation in the ‘I WONDER’ diabetes screening programme

launched in April. Meanwhile, during Ramadan, ICDLC organised a nightly cook show, 'I COOK HEALTHILY' at Abu Dhabi's Marina Mall.

WALK UAE 2007 is scheduled during World Diabetes Month – November, with the global media spotlight expected to shine on diabetes on November 14 – World Diabetes Day.

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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

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 activities are designed to benefit the broader public, both directly and indirectly. In many cases, the success of our projects is dependent on large-scale public participation. Explore our website to learn more about the role that we play in our community. www.emiratesfoundation.ae

About National Health Insurance Company - Daman

The National Health Insurance Company - Daman, was established on 01 May 2006. Today it is the region's leading health insurance company, providing comprehensive healthcare solutions to over 650,000 customers in the UAE via the largest network of private hospitals and pharmacies available.

With affordable health insurance for people of all income levels, Daman offers international standard healthcare insurance cover for both individuals and companies.

A 24-hour dedicated Medical Authorisation Center, staffed by a team of doctors and nurses, ensures that patient enquiries are dealt with speedily and efficiently using the most sophisticated technology available. A second customer hotline, also open 24/7 and manned by 30, multilingual staff, guarantees that UAE residents can access information about plans and their insurance cover whenever and wherever they want.

With an international network of 18 countries, Daman's customers have access to healthcare provision in the Kingdom of Saudi Arabia, Oman, Qatar, Bahrain,



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مؤسسة الإمارات
Emirates Foundation

Kuwait, Jordan, Syria, Egypt, Lebanon, Germany, USA, UK, Spain, Russia, Austria, Switzerland and India, in addition to the UAE, depending on the terms of their personal cover. www.damanhealth.ae

About Abu Dhabi Tourism Authority

The Abu Dhabi Tourism Authority is the statutory body established in 2004 with wide ranging responsibilities for the promotion and development of the emirate's international tourism industry. The mandate covers three primary areas : Destination Marketing, Infrastructure and product development. Regulation, licensing and classification.

Key ADTA responsibilities include the development of an overall tourism strategy for Abu Dhabi - the largest of the seven emirates which form the UAE Federation - directing the implementation of activities needed to achieve strategic objectives and creating the physical infrastructure required by tourism operators and their clientele. www.abudhabitourism.ae

For media enquiries:

Susan Furness, Strategic Solutions for ICLDC

Tel : +9714 3903033, Mobile : +97150 6556126

Anu Bhatnagar, Strategic Solutions for ICLDC

Tel.: + 9714 3903018, Mobile : + 97150 7286803

هيئة أبوظبي للسياحة
Abu Dhabi Tourism Authority

Daman
الشركة الوطنية للضمان الصحي
National Health Insurance Company