

ICLDC announces I PLAY SPORTS

Centre to use Ramadan football tournament as a vehicle to further enhance Diabetes awareness in UAE

**I PLAY SPORTS Football Tournament
September 9 – 14 2008
Abu Dhabi's premier Al Jazira Sports Club**

Abu Dhabi, June 2008: Abu Dhabi's Imperial College London Diabetes Centre (ICLDC), has launched I PLAY SPORTS, the fifth pillar in the award-winning 'DIABETES.KNOWLEDGE.ACTION.' public health awareness campaign.

I PLAY SPORTS will kick-off with a corporate community football tournament geared to promote the importance of an active lifestyle. It will take place during the holy month of Ramadan (in Abu Dhabi, September 9-14 2008).



According to ICLDC's Dr Maha Taysir Barakat, Consultant Endocrinologist and Medical & Research Director, the football tournament is open to teams representing the public and private sector.

"The Centre is using sports as a vehicle to promote the importance of an active lifestyle in the prevention of Diabetes and other related complications.

"The upcoming I PLAY SPORTS tournament is an opportunity for the business community to have fun, while allowing the players and supporters to be ambassadors of the Diabetes awareness message across the UAE".



She confirmed that ICLDC remains committed to Diabetes awareness and education in the UAE and said that this event is a significant milestone of the Centre's awareness campaign. It is the fifth outreach activity, joining the I WONDER screening programme, I EAT RIGHT school lunch box drive, I COOK HEATHILTY recipe collection, and the WALK UAE walkathon.

"The good news is that a healthy lifestyle is the smart and simple way to treat and even prevent Diabetes. I PLAY SPORTS is set to encourage the corporate community to take-up a fun sporting activity such as football, as part of their regular routine," Dr Maha concluded.

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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 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

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