



مركز إمبريال كوليدج لندن للسكري
IMPERIAL COLLEGE LONDON DIABETES CENTRE

NEWS RELEASE – Dailies; Weeklies; health, lifestyle, F&B, fitness, tabloid; Online

ICLDC and Fatafeat TV team up for Ramadan healthy cooking show

Daily show reaches out to community with healthy eating recipes and tips

Sukar Mazbout
Every day during Ramadan, at 1pm UAE
On Fatafeat TV

Abu Dhabi August 25 2009: Gulf audiences can tune into a special Ramadan cook show, *Sukar Mazbout*, as Imperial College London Diabetes Centre (ICLDC), the premier diabetes treatment and research centre in Abu Dhabi, joins hands with Fatafeat TV food network. The daily show featuring tasty and healthy dishes, as well as preparation tips, will air throughout the Holy Month of Ramadan, at 1pm UAE (12 noon KSA).

As part of the award-winning DIABETES.KNOWLEDGE.ACTION public health awareness campaign under the Patronage of HH Shaikha Fatima bint Mubarak, ICLDC's team of nutritionists and specialists has developed more than 90 family-focused recipes that blend traditional cooking with lighter ingredient options.

"A balanced diet, in conjunction with regular exercise, is the key in the maintenance of a healthy lifestyle," stated Dr Maha Taysir Barakat, ICLDC's Medical & Research Director and Consultant Endocrinologist.

She said that a balanced, healthy diet should include low fat, low-glycaemic, low salt and high-fibre options.

Recent statistics show that worldwide 10 per cent of children and adolescents - between 16 and 17 years old, suffer from obesity. In UAE, figures suggest that 12 per cent of children are overweight, with 22 per cent of those being susceptible to obesity.

Dr Maha warned that the risk of adult obesity is known to be at least twice as high for obese children, as for non-obese children.

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The Specialist Diabetes Treatment & Research Centre LLC, Commercial Registration No. 87382



"There has been a staggering increase of type 2 diabetes in younger people," Dr Maha said. "Adolescents are being diagnosed at younger and younger ages due to obesity linked to physical inactivity and unhealthy diets."

She said that ICLDC's aim through Fatafeat TV's *Sukar Mazbout* is to encourage communities to adopt healthier eating habits and so reduce the risk of obesity-related diabetes.

Yousef El-Deeb, Chairman, Fatafeat TV, pledged the station's support of ICLDC's on-going initiatives to enhance public awareness of diabetes.

"*Sukar Mazbout* has been designed to entertain and engage family audiences by showing mouthwatering, nutritional dishes, while building awareness of the relationship between good eating and a healthy lifestyle.

"The specially-designed recipes are presented by our Chef with ICLDC's nutritionist and are geared to help family menu planning. We will feature delicious, healthy options for main dishes, desserts, and more," El-Deeb explained.

Sukar Mazbout, the daily Ramadan cook show, will air at 1pm UAE (12 noon KSA) on Fatafeat, the first 24-7, free-to-air food channel in the Middle East region.

The recipe collection will be available online, from October 2009 (www.diabetesuae.com).

(Ends)

NOTE: Fatafeat TV is available on Nilesat 12341 free-to-air all over the Middle East.

PHOTO CAPTION

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Notes to the Editor

About Imperial College London Diabetes Centre

Imperial College London Diabetes Centre is a one-stop, state-of-the-art, out-patient facility that specialises in diabetes treatment, research, training and public health awareness.

The purpose-built Centre is an initiative of Mubadala Healthcare, in partnership with the UK's Imperial College London. Mubadala Healthcare, a division of Mubadala Development Company, is specifically dedicated to investment in strategic, high value and economically sustainable projects that meaningfully enhance the private healthcare infrastructure of Abu Dhabi and the UAE.

The launch of ICLDC in 2006 is a testament to the vision of Mubadala Healthcare to develop projects that protect and enhance the nation's health. In the past three years, ICLDC has offered diabetes prevention, education and treatment to more than 70,000 people.

'DIABETES.KNOWLEDGE.ACTION', is the award-winning public health awareness campaign from ICLDC. It was launched in 2007 under the patronage of HH Shaikha Fatima bint Mubarak, in partnership with The Emirates Foundation.

ICLDC is located on Abu Dhabi's Khaleej Al Arabi Street, near the exhibition centre and next to the Zayed Military Hospital. A pharmacy and cafeteria are located on the ground floor and are open to the public.

For more details visit: www.icldc.ae www.diabetesuae.ae