



مركز إمبريال كوليدج لندن للسكري
IMPERIAL COLLEGE LONDON DIABETES CENTRE

LAUNCH NEWS RELEASE – Dailies – health, sports, lifestyle, tabloid; Online

Abu Dhabi's Yas Island to host diabetes walkathon 10,000 expected to walk YAS Marina Circuit

WALK UAE 2009
'START WALKING. LIVE HEALTHILY
Friday November 20, 2009
YAS Marina Circuit, Yas Island
Abu Dhabi, UAE
Starts at 3pm

(For more information log on to www.icldc.ae; www.Diabetesuae.ae)

Three good reasons to participate in WALK UAE 2009

- Regular exercise can lower the risk of developing diabetes by 58 per cent.
- 30-minutes brisk walking a day helps prevent diabetes.
- A fun-filled, family day that allows everyone to help put the spotlight on diabetes

Abu Dhabi, October 22, 2009: More than 10,000 residents are expected to seize the opportunity to pace the YAS Marina Circuit track on Abu Dhabi's Yas Island in this year's walk against diabetes, according to Dr Maha Taysir Barakat, Medical & Research Director and Consultant Endocrinologist, Imperial College London Diabetes Centre.

WALK UAE, now in its third year, is part of the award-winning public health awareness campaign, 'Diabetes Knowledge Action', organised by ICLDC, under the patronage of Her Highness Sheikha Fatima bint Mubarak, and in partnership with Emirates Foundation for Philanthropy.

Dr Barakat confirmed that the landmark circuit has offered itself as the venue for WALK UAE 2009 on November 20, 2009.

"We are thrilled that Yas Island has welcomed WALK UAE as its second event after the inaugural Formula 1 activities in the capital," Dr Barakat said.

Maytha Al Habsi, Director of Communications and Public Awareness at the Emirates Foundation for Philanthropy said "The walkathon is designed as an interactive

IN PARTNERSHIP WITH

**Imperial College
London**

A research and teaching affiliate

ص.ب. ٤٨٣٣٨، أبو ظبي، إ.ع.م، هاتف: +٩٧١٢٤٠٤٠٨٠٠، فاكس: +٩٧١٢٤٠٤٠٩٠٠٠
PO Box 48338, Abu Dhabi, U.A.E. Tel: +9712 404 0800 Fax: +9712 404 0900
Web: www.icldc.ae

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



entertainment and education event for the community during November, the World Diabetes Month.

"It is proven as a great success from the outset in its ability to reach out to educate the community on diabetes management and prevention."

Daman-the National Insurance Company- has again pledged support as the exclusive sponsor of WALK UAE 2009, a role cemented since the event's inaugural walk in 2007.

Daman's CEO Dr Michael Bitzer said: "Daman is very pleased to be the exclusive sponsor of WALK UAE for the third consecutive year. This reflects our contribution in raising public awareness on the benefits of physical exercise in the management of diabetes.

"Through WALK UAE, as well as the several other awareness campaigns that we host, our aim is to help raise the nation's embrace of a healthy lifestyle."

Dr Barakat said that walking 30-minutes a day is proven to help combat the onset of diabetes, and indeed to manage the disease. She urged that consideration is given to regular exercise and warned that slim people are not exempt from developing diabetes.

"It is a common misconception to think that reasonable body weight equates to good health. The truth is that visceral fat can build up around the liver, even in people who are visibly thin. Visceral fat can promote the onset of type 2 diabetes.

"There is a simple, smart solution to preventing and managing diabetes and this is to eat healthily and to exercise. Regular exercise can lower the risk of developing diabetes by 58 per cent," she said.

Dr Barakat confirmed that November's WALK 2009 at the YAS Marina Circuit has ambitions to attract 10,000 walkers, up 25 per cent from 2008.

(Ends)

For media enquiries:

Anu Bhatnagar, Strategic Solutions for ICLDC
Tel.: + 9714 3903018, Mobile: + 97150 7286803
Email: anu@strategicsolutionsonline.com



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 for Philanthropy.

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

About the Emirates Foundation for Philanthropy:

The Emirates Foundation is one of the UAE's foremost philanthropic organizations. It offers financial and technical support to projects that enrich the lives of people in the



Emirates, particularly in the areas of youth development, knowledge creation, and Society and Culture.

The Foundation facilitates links between commercial businesses and the public sector to devise new projects and strengthen existing non-profit initiatives throughout the country. Its funding comes from annual donations and an endowment fund supported by the Abu Dhabi government and private companies.

Its six key areas of interest are Education; Science and Technology; Arts and Culture; Social Development; Environmental Awareness and Public Awareness.

Launched on April 12 2005 by H.H Sheikh Mohammed Bin Zayed Al Nahyan, Crown Prince of Abu Dhabi, its Board of Directors is chaired by Sheikh Abdullah Bin Zayed Al Nahyan, Minister of Foreign Affairs.

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 1.8 Million members 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 multilingual staff, guarantees that UAE residents can access information about plans and their insurance cover whenever and wherever they want.

With an international network, Daman's customers have access to healthcare provision in 43 countries across the world, depending on the terms of their personal cover
www.damanhealth.ae