

News Release

Keeping your eye on the ball...and your diabetes

Young people with diabetes attend Soccer Skills day with West Ham United Youth Academy Director Tony Carr

London, August 20, 2008 – **Over 100 children and young people living with diabetes will today attend a special Soccer School run by West Ham United's Youth Academy director Tony Carr, who himself was diagnosed with diabetes in 2005.**



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Good control will be the theme for the day. It is vital that people with diabetes keep close control of their blood glucose levels to ensure that they remain healthy and can live life to the full. Tony

and his team of Youth Academy coaches will be teaching the skills to keep a football under control while parents will have the chance to meet other families living with diabetes – and of course watch their children play!

Tony Carr, Youth Academy director at West Ham United, who has been living with Type 2 diabetes for the past three years, said:

“I hope that, by offering this once in a lifetime opportunity to train and play football in exactly the same way as our elite players, we can show these young people that having diabetes should not be a barrier to living a normal healthy life.”

Tony continues:

“Being healthy and fit, eating the right foods and properly managing your condition means there is no reason to fear diabetes.”

The young people attending the event were selected by diabetes specialist nurses from around the area and invited to attend the soccer skills day at West Ham United’s Boleyn Ground, Upton Park. Approximately one in seven school-aged children has diabetes.¹

Rachel Owen from Bayer Diabetes Care, the lead sponsor of the event, comments:

“This event is part of our Around U support programme which encourages young people to take good control of their diabetes but in a fun and entertaining way. We are delighted that Tony Carr can share his experience of football and of living with diabetes with these young people, showing that diabetes doesn’t have to stand in the way of your dreams.”

David Holyoak, Director of Diabetes.co.uk who are co-sponsoring the event, comments:

“There is a considerable amount of information available on diabetes but sometimes first hand experience and hands on advice can make a big difference for people living with diabetes. Diabetes.co.uk is proud to co-sponsor this Around U Sports event that allows young footballers with diabetes to enjoy unprecedented access to the facilities at West Ham United and for young people and their parents to receive information about living with diabetes from people who really understand the condition. We’re grateful to Tony Carr, West Ham United and lead sponsor Bayer Diabetes Care for helping to realise this exciting opportunity.”

ENDS

For further information please contact Trinity PR on 0208 786 3860 or Jon Pike on 07989 850 195. Email jo.hudson@trinitypr.co.uk or jon.pike@trinitypr.co.uk.

References:

1. Department of Health. Supporting pupils with medical needs: A good practice guide.
http://www.lbwf.gov.uk/medical_needs.pdf

Notes to editors:

- Bayer Diabetes Care (BDC) is a global market leader in the field of blood glucose monitoring systems. It has provided devices and test strips for blood glucose monitoring for more than 40 years. These products are used by people with diabetes to safely and conveniently monitor their blood glucose levels both at home and on the move.

Bayer Diabetes Care offers a range of No Coding™ Technology blood glucose monitors to increase patients' confidence that results reflect true blood glucose levels. The latest products include:

- Contour meter and Ascensia Microfill to help patients to manage their condition and give them the freedom to enjoy their everyday lives
- BREEZE®2 blood glucose monitoring system. The meter boasts key features to increase convenience for users including a 10-test disc system that delivers results within just 5 seconds – ideal for people who want to test on the go.
- Bayer Diabetes Care launched the Around U programme in July 2008 to support children and young people living with diabetes. Designed to present useful information in a fun and exciting way, Around U provides online information as well as access to free of charge support materials through the website, www.bayerdiabetes.co.uk/aroundu.
- Diabetes.co.uk is a leading community website and information resource for people with diabetes. Comprising over 2,000 content rich pages of information – freely available and easily searchable online – www.diabetes.co.uk is updated daily and continually developed to enable people with diabetes to obtain answers to questions about diabetes, and to lead a healthy lifestyle.

As well as providing a wealth of diabetes information and free newsletters to registered users, Diabetes.co.uk aims to reduce anxiety and suffering among the diabetes community by enabling social networking between people with diabetes, their family, friends and healthcare professionals, and to complement the work of diabetes charities.

Based around a thriving community forum, upcoming features on Diabetes.co.uk include user-generated content, rich media (audio and video), improved information about diabetes products and new functionality and services to make it easier for people to live with diabetes and to manage their condition.

- West Ham United is one of English football's leading clubs, competing in the Barclays Premier League and with a proud tradition and heritage largely based on its commitment to youth development. From the 1966 World Cup-winning trio of Bobby Moore, Martin Peters and Geoff Hurst to modern-day greats like Frank Lampard and Rio Ferdinand, some of the country's brightest talents have come through the ranks at the Boleyn Ground. Tony Carr has

been responsible for the club's young players for more than three decades and the production line is as successful as ever. See whufc.com for more.

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