



News Release

TV Doc says:

“Wake up to Diabetes! and let us help you make your dreams come true.”

Newbury, June 9, 2008

TV medic, Dr Hilary Jones, is urging people across the UK to “reach for the stars” this summer as he helps to launch the inspiring competition for patients with diabetes, the Bayer Diabetes Care **DreamFund 2008**.

The competition – which was first launched in 2006 – is a unique initiative, offering people with diabetes the opportunity to apply for a grant to help them make their ‘dream come true’.

This year, the competition is being ‘unveiled’ during National Diabetes Week (8-14 June) and is open to all ages. With a total prize fund of up to £20,000 (to be split between two winners) the sky’s really the limit - and that doesn’t just mean jumping out of planes or flying to the moon!

All entrants need to think about is how their ‘dream’ - however large or small – could enhance their lifestyle and help to improve the way they are able to manage their diabetes on a day-to-day basis.

Dr Hilary is also asking people across the UK to encourage friends, colleagues or family members who are living with diabetes to “go for it” and to write in with details of their ultimate dream, which - with some extra funding and support - could really make a difference to their lives.

Dr Hilary says; We all have dreams....escaping the rat-race, swimming with dolphins, re-training for a new career, taking up a new sport - or just simply taking a bit of time out to do something that makes you feel good!

“Well, now’s the chance for you to realise those dreams – and to prove to yourself, and others, that living with diabetes doesn’t have to hold you back.”

There are currently over 2.3 million people with diabetes in the UK and there are more than half a million people who have the condition and don’t know it. There are two types of diabetes:

Type 1 diabetes develops if the body is unable to produce any insulin. This type of diabetes usually appears before the age of 40. Type 1 diabetes is the least common of the two main types and accounts for between 5 – 15% of all people with diabetes.

Type 2 diabetes develops when the body can still make some insulin, but not enough, or when the insulin that is produced does not work properly (known as insulin resistance). This type of diabetes usually appears in people over the age of 40, though in South Asian and African-Caribbean people it often appears after the age of 25. Type 2 diabetes is the most common of the two main types and accounts for between 85 - 95% of all people with diabetes.

Previous DreamFund winner and professional sportsman, Rob Green, says: “I was lucky enough to be awarded a DreamFund grant in 2006 – and it really changed my life! Although I was diagnosed with diabetes as a child, I’ve never let it hold me back and thanks to the DreamFund I was able to pursue my rugby career and now enjoy playing full time for a first division team.

In 2006, Alison Treacher from Northampton also won funding from the DreamFund. This allowed her to fulfill her dream of furthering her career by taking professional qualifications which enabled her to take up her role as a health and safety advisor.

Entering is simple – just log onto www.bayerdiabetes.co.uk/dreamfund to download an entry form, competition details and terms and conditions. Alternatively email dreamfund@trinitypr.co.uk to request entry details. If you don’t have internet access, please call 0845 600 6030 to request an application form.

ENDS

Contact:

For more information about DreamFund 2008 or to request an interview with Rob Green or a representative from Bayer Diabetes Care, please call Jo Hudson or Caroline Beswick on 020 8786 3860 / 0770 948 7959 or email jo.hudson@trinitypr.co.uk

Note to Editors

¹All entrants will need to write about their ‘dream’ in around 500 words, plus provide any relevant supporting material

²Bayer 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

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