



## News Release

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### **Don't Let Diabetes Stand in Your Way**

#### **Young people with diabetes attend soccer skills days at Premier League Clubs**

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**Newbury, Berkshire, 28 August 2009** - Just because you've got diabetes, doesn't mean you can't enjoy a wide range of sports. This was the message given to nearly two hundred youngsters from across the UK during August, who attended Soccer Skills Days at the Liverpool FC Academy (8<sup>th</sup> August) and West Ham United's Boleyn Ground (27<sup>th</sup> August).

The Around U Sports Soccer Skills Days, run in association with the Liverpool FC Academy and West Ham United and sponsored by Bayer Diabetes Care and Diabetes.co.uk, included soccer skills training from each Club's Academy coaching staff, plus a talk from the UK's number one freeride snowboarder, Chris Southwell, who also has diabetes, on how this life-long condition shouldn't prevent children leading full and active lives.

This was the second year running the event was held at West Ham's Boleyn Ground, receiving the seal of approval from first team manager, Gianfranco Zola and assistant coach, Steve Clarke, who were firmly behind the decision to give the youngsters a once in a lifetime opportunity to play on the pitch.

"Football creates a real passion in children which can help nurture team working, confidence building a most of all, gives them a great day out, full of fun," says Gianfranco Zola.

“We are more than happy to support events like this, which goes to show that having diabetes doesn’t have to stand in the way of your dreams.”

Professors Neil Hanley and Rayaz Malik from the University of Manchester, and Dr Tim Tree, from King’s College London, all representing Juvenile Diabetes Research Foundation (JDRF), spoke to parents and guardians at both events, about the charity’s research programme, including specific projects such as the artificial pancreas, plus more general information on how JDRF funds its research.

The event was organised by Bayer Diabetes Care and Diabetes.co.uk to promote Bayer’s Around U programme which was launched 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](http://www.bayerdiabetes.co.uk/aroundu)

Good control, on and off the pitch, was the theme of both days. For people living with diabetes, it is essential they keep control of their blood glucose levels to ensure they remain healthy. On the pitches, coaches from Liverpool FC Academy and West Ham’s Academy, under the guidance of Phil MacDiarmid from Liverpool, and Tony Carr from West Ham, helped the children keep a football under control while their parents learnt how they can support their child, with regular monitoring.

Tony Carr, West Ham Youth Academy director, who was himself diagnosed with diabetes in 2005, comments: “It’s always a pleasure to host children who have a real passion for the game and from what I saw today, some of the players demonstrated excellent ball skills. I was very impressed with how every one of today’s players handled their condition, on and off the pitch. It was a pleasure to be involved again.”

Rachel Owen, Bayer Diabetes Care, added: “We provide a wide range of meters and support materials to help children, and adults, manage their diabetes. An estimated

25,000 children under the age of 18 in the UK have diabetes<sup>1</sup>, so it is vital we have a network available to help young people, their parents and adults, with materials, advice and events where they can feel supported. Around U aims to do just this and we feel very proud that so many young people have enjoyed today's soccer skills day at the Academy."

David Holyoak, commercial director, Diabetes.co.uk, comments: "Diabetes.co.uk provides fast access to reliable diabetes information and latest web technologies including 'myLifestyle' online to help adults and children manage their diabetes more easily and freely. We are delighted that the children and their parents have enjoyed the Around U Soccer Skills Days at Liverpool and West Ham and are glad to play our part in helping to make this happy occasion possible for so many children."

All the young people attending the Around U events at Liverpool FC Academy and West Ham were able to purchase Bayer Diabetes Care's new Didget meter, the first and only blood glucose monitoring system which connects directly to Nintendo DS and DS Lite gaming systems. It helps children manage their diabetes by rewarding them for consistent testing habits. More information on Didget can be found via [www.bayerdidget.co.uk](http://www.bayerdidget.co.uk)

## **ENDS**

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<sup>1</sup> JRDF UK: <http://www.jrdf.org.uk/page.asp?section=000100010004>

### **Notes to Editors**

#### **Bayer Diabetes Care**

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

- DIDGET™, recently launched in the UK and Ireland, is the first and only blood glucose meter for kids with diabetes that connects directly to Nintendo DS™ and DS™ Lite gaming systems. The DIDGET meter is designed to help kids manage this lifelong condition by rewarding them for building consistent blood glucose testing habits and meeting personalised glucose target ranges.
- CONTOUR® blood glucose monitoring system to help patients 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 five seconds – ideal for people who want to test on the go.

### **Diabetes.co.uk**

Based around a thriving community forum, Diabetes.co.uk is a leading community website and important information resource for people with diabetes. Updated daily and continually developed to enable people with diabetes to obtain answers to questions about diabetes, and to lead a healthy lifestyle. Diabetes.co.uk website receives well over 100,000 unique visitors per month and sends a free weekly newsletter to more than 30,000 registered users. The website includes the UK's biggest community forum with around 18,000 members and a free online health monitoring system – myLifestyle – for monitoring blood glucose, blood pressure, weight and BMI, which is quick and easy to use and 100% free. Visit [www.diabetes.co.uk](http://www.diabetes.co.uk) for more information.

### **Liverpool FC Academy**

The Liverpool FC Academy is a purpose built facility for the development of youth talent, providing a positive and highly rewarding environment for aspiring young footballers. The facility is a training centre of excellence for football scholars hoping to progress into the professional squad. It also supports community and local group projects providing training facilities and a venue for events. Playing facilities include an all weather pitch, grass training pitches, a match pitch and indoor hall. For more information, visit [www.liverpoolfc.tv/team/academy](http://www.liverpoolfc.tv/team/academy)

### **JDRF**

Juvenile Diabetes Research Foundation exists to find the cure for type 1 diabetes and its complications, and is the world's leading charitable funder of type 1 diabetes research. At a global level, JDRF volunteers and staff have been responsible for raising over £650 million to support type 1 diabetes research since the charity's inception. [www.jdrf.org.uk](http://www.jdrf.org.uk)

### **About Bayer HealthCare**

The Bayer Group is a global enterprise with core competencies in the fields of health care, nutrition and high-tech materials. Bayer HealthCare, a subsidiary of Bayer AG, is one of the world's leading, innovative companies in the healthcare and medical products industry and is based in Leverkusen, Germany. The company combines the global activities of the Animal Health, Bayer Schering Pharma, Consumer Care and Medical Care divisions. Bayer HealthCare's aim is to discover and manufacture products that will improve human and animal health worldwide. Find more information at [www.bayerhealthcare.com](http://www.bayerhealthcare.com).

Bayer Schering Pharma is a worldwide leading specialty pharmaceutical company. Its research and business activities are focused on the following areas: Diagnostic Imaging, General Medicine, Specialty Medicine and Women's Healthcare. With innovative products, Bayer Schering Pharma aims for leading positions in specialized markets worldwide. Using new ideas, Bayer Schering Pharma aims to make a contribution to medical progress and strives to improve the quality of life. Find more information at [www.bayerscheringpharma.de](http://www.bayerscheringpharma.de).

### **Forward-Looking Statements**

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