

\* **DIABETES HAS REACHED EPIDEMIC PROPORTIONS!**  
**OVER 18 MILLION PEOPLE ARE AFFECTED IN THE UNITED STATES ALONE!**  
**THE TIME HAS COME TO DO SOMETHING ABOUT IT . . .**

Jason Gross'

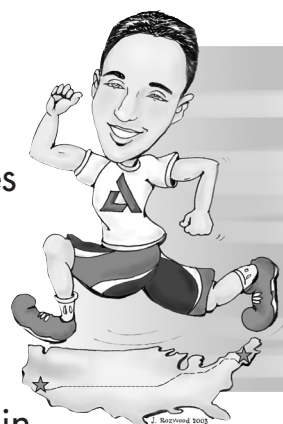
# Run Across America

July 4<sup>th</sup>, 2004 • NYC TO LA

to benefit



**M**y name is Jason Gross and beginning on July 4<sup>th</sup>, 2004, I will be running across the United States to raise at least \$100,000 for the American Diabetes Association (ADA). From New York to Los Angeles, my 3,300 mile journey will help the ADA in its mission to prevent and cure diabetes and improve the lives of all people affected by this deadly disease.



With over 18 million diabetics in the United States, nearly all of us are touched in some way by diabetes. The time to act is **NOW!**

**Together we can give diabetes a run for the money!**

Visit **[diabetesrun.com](http://diabetesrun.com)** and donate today!

## What is Diabetes?

Diabetes is a disease in which the body does not produce or properly use insulin. Insulin is a hormone needed to convert sugar, starches and other food into energy for daily life. Complications from diabetes can include kidney failure, blindness, neurological dysfunction and amputation. There are actually four different kinds of diabetes:

**Type I diabetes (insulin dependent diabetes)** results from the body's failure to produce insulin, the hormone that "unlocks" the cells of the body, allowing glucose to enter and fuel them. It is estimated that 5-10% of Americans who are diagnosed with diabetes have Type I. Usually children are diagnosed with Type I, but adults may be too.

**Type II diabetes (non-insulin dependent diabetes)** results from insulin resistance (a condition in which the body fails to properly use insulin), combined with relative insulin deficiency. Approximately 90-95% (17 million) of Americans who are diagnosed with diabetes have Type II.

**Gestational diabetes** affects pregnant women who have never had diabetes. It occurs in pregnant women who have high blood sugar (glucose) levels during pregnancy. There are about 135,000 cases of gestational diabetes in the United States each year.

**Pre-diabetes** is a condition that occurs when a person's blood glucose levels are higher than normal but not high enough for a diagnosis of Type II diabetes. It is estimated that at least 20.1 million Americans have pre-diabetes, in addition to the 18.2 million with diabetes!



Me and Grandpa.



Before



After!

## Did you know?

- **18.2 million people—6.3% of Americans—have diabetes.**
  - **Diagnosed:** 13 million people
  - **Undiagnosed:** 5.2 million people
- **Prevalence of total diabetes among people under 20 years of age, United States, 2002**
  - About 206,000 people under 20 years of age have diabetes, representing 0.25% of all people in this age group.
  - Approximately one in every 400 to 500 children and adolescents has Type I diabetes.
  - Clinic-based reports and regional studies indicate that Type II diabetes is becoming more common among **Native American/American Indian, African-American, and Hispanic and Latino** children and adolescents.
- **Prevalence of total diabetes among people aged 20 years or older, United States, 2002**
  - **Age 20 years or older:** 18 million. 8.7% of all people in this age group have diabetes.
  - **Age 60 years or older:** 8.6 million. 18.3% of all people in this age group have diabetes.
- Overall, the risk for death among people with diabetes is almost double that of people without diabetes.
- **Cost of diabetes in the United States, 2002**
  - **Total (direct and indirect):** \$132 billion
  - **Direct medical costs:** \$92 billion
  - **Indirect costs (disability, work loss, premature mortality):** \$40 billion

Statistics are good, but don't offer a complete picture...

## The American Diabetes Association

As the nation's leading nonprofit health organization providing diabetes research, information and advocacy the American Diabetes Association stands



ready to prevent and cure diabetes, and to improve the lives of all people affected by diabetes. To fulfill this mission, the American Diabetes Association funds research, publishes scientific findings, provides information and other services to people with diabetes, their families, health care professionals and the public and advocates for scientific research and for the rights of people with diabetes.

## Giving Diabetes a Run for the Money

When I was a boy, my grandfather had to have both of his legs amputated because of diabetes. I was very close with my grandfather and this affected me greatly. It was hard seeing this strong man live without his legs. I remember how hard he had to work to get by without them—he never sat around feeling sorry for himself, and he always wanted to be with family and friends. Ultimately, he taught me to always keep a positive outlook and sense of humor no matter what—even if you don't have legs! When I was 15, my grandfather passed away due to complications brought on by his diabetes.

Fast forward seven years. At age 22, I moved to Washington, DC where I met my very close friend, Keren. She was diagnosed with insulin dependent (Type I) diabetes at age 8. It is amazing what she and all Type I diabetics go through on a daily basis just to live. She has told me that the advances made in the 20 years since she was diagnosed are truly unbelievable. It gives me hope that if we keep fighting this disease we may find a cure!

The most personal reason I'm committed to helping the ADA is that I was once a prime candidate to develop Type II diabetes. When I graduated from college in 1998, I tipped

the scales at 250 pounds. With my lifestyle and family history (along with my grandfather I also have an uncle with diabetes) I was severely at risk. Obesity is recognized as one of the main causes of Type II diabetes and is something people can change! I've lost nearly 100 pounds (I weigh 155 now) and I feel great. I am by no means a super athlete; in fact when I first started running, I couldn't make it to the end of the block. Because I was overweight, people looked at me funny. Being the size I was, they expected me to behave in certain ways (cleaning my plate and everyone else's), but I didn't care what other people thought.

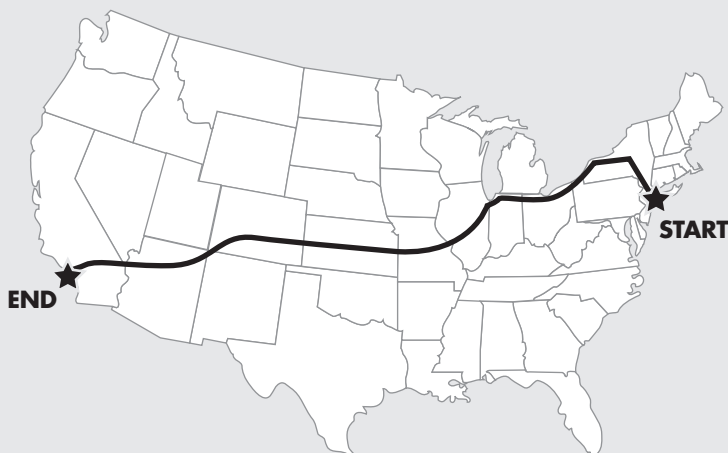
I wanted to lose weight for myself, and that's what I did. If I can do it I know anyone can! **Americans need to slim down or the consequences will be deadly.** In fact, the Centers for Disease Control recently released a report stating that Americans are literally eating themselves to death. **The time to act is now!** We can't stand idly by.

**Please support my run to raise money and awareness for the American Diabetes Association and together we can give diabetes a run for the money!**

## Running Across America

On July 4, 2004, I will set out from New York City and keep on running until I get to Los Angeles! I plan on averaging 20-30 miles of running per day until I reach the West Coast—approximately **3,300 miles!**

By undertaking such a monumental feat, I am confident that we can raise awareness about diabetes and at least \$100,000 for the American Diabetes Association.



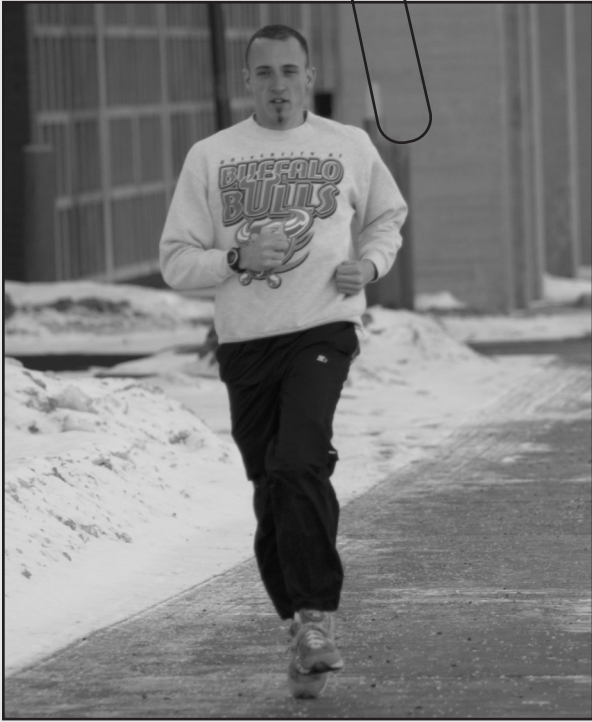
However, this is not possible without your support. Donations of any size or type are greatly appreciated and they are all tax-deductible.

**Please see the following page for information on becoming a donor or run sponsor.**

### Some Cities I'll Be Running Through:

- New York, NY
- Poughkeepsie, NY
- Albany, NY
- Buffalo, NY
- Erie, PA
- Cleveland, OH
- Gary, IN
- Chicago, IL
- Urbana/Champaign, IL
- St. Louis, MO
- Kansas City, MO, KS
- Wichita, KS
- Pueblo, CO
- Flagstaff, AZ
- Los Angeles, CA
- Santa Monica Pier, CA

## Vital Statistics



**NAME:** Jason M. Gross

**BIRTHDATE:** May 20th, 1976; Buffalo, NY

**AGE:** 28

**HEIGHT:** 5'10"

**WEIGHT:** 155 lbs.

**PRE-RUNNING WEIGHT:** 250 lbs.

**RESIDES:** Washington, DC

**MARITAL STATUS:** Single

**HIGH SCHOOL:** Sweet Home High School

**COLLEGE:** State University of New York at Buffalo

**YEARS RUNNING:** 5

**NUMBER OF MARATHONS RUN:** 6

**BEST TIME:** 3hr., 35mins.; Philadelphia, PA

**FAVORITE RUNNING SONG:** *Born to Run*, Bruce Springsteen

## How You Can Help...

**Make a donation to Jason Gross' Diabetes Run Across America!** All donations benefit the American Diabetes Association and are tax-deductible. Donations of any size or type are greatly appreciated. Individual donations are strongly encouraged and corporate sponsors are welcome as well. Contact Jason to discuss corporate sponsorship and partnership opportunities. Donations will be accepted through the conclusion of the run in December 2004.

### Corporate Sponsors:

- Benderson Development
- Danya International
- Eli Lilly and Company
- Elm Services, Inc.
- Fleet Feet DC
- EyeCare and Vision Associates
- Takeda Pharmaceuticals
- Under Armour

Visit [www.diabetesrun.com](http://www.diabetesrun.com) to donate online via **PayPal** or send checks payable to the American Diabetes Association to:

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