



Tour de Cure FACTS OF NOTE

- The American Diabetes Association's (ADA) Tour de Cure is a series of scenic and challenging cycling events held nationwide that raise funds to aid in the fight against diabetes.
- Rides are held in 40 states and 82 cities, mainly during the spring cycling season of April through June.
- Tour de Cure events feature routes for all riders, from the novice to the experienced cyclist. Tour routes range in length and difficulty, from 15-mile family fun rides to more challenging "centuries."
- Since the launch of Tour de Cure in 1991, thousands of individual riders and teams have participated to support ADA's important mission: *to prevent and cure diabetes and to improve the lives of all people affected by diabetes.*
- In 2004, more than 26,000 cyclists participated in the event, which raised over \$7 million – a 27 percent increase from 2003 results. In 2005, ADA hopes to raise more than \$8.5 million with the help of more than 30,000 riders.
- More than 100,000 people are expected to make contributions to the American Diabetes Association in sponsorship of their friends, family members and co-workers who are cycling on behalf of the 18.2 million people living with diabetes.
- Funds raised through Tour de Cure support diabetes research, advocacy and education. Tour events also raise general public knowledge about the ways in which exercise and a healthy diet contribute to the prevention of diabetes and other life-threatening diseases.
- Other interesting facts about Tour de Cure participants:
 - 58 percent are male and 42 percent are female.
 - 23 percent have a household income above \$75,000; 30 percent above \$100,000.
 - 65 percent register online.

About the American Diabetes Association

The American Diabetes Association is the nation's leading nonprofit health organization providing diabetes research, information and advocacy. Founded in 1940, the American Diabetes Association conducts programs in all 50 states and the District of Columbia, reaching hundreds of communities.

For more information on riding in the Tour de Cure – or any other diabetes-related topic – please call 1-800-DIABETES or visit www.diabetes.org.