

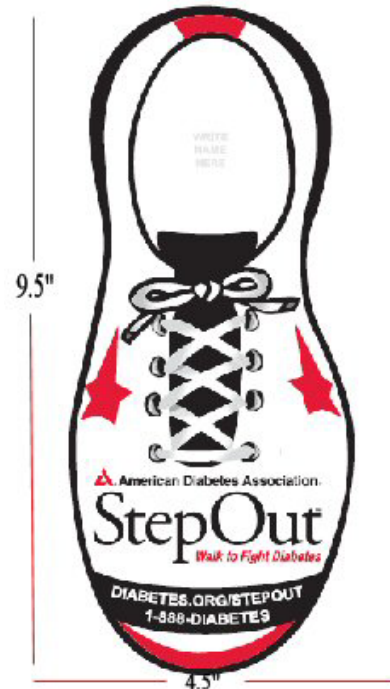


Step Out Pin-up Campaign

You can help the American Diabetes Association stop diabetes: **One Step At A Time.**

What is a Step Out Shoe Pin-up Campaign?

Step Out Shoe Pin-ups are a great way for retail stores and other establishments and organizations to build excitement about Step Out: Walk to Fight Diabetes, the ADA's signature fund raising walk, while raising funds for our mission: *to prevent and cure diabetes and to improve the lives of all people affected by diabetes.*



Retail clerks ask customers at point-of-purchase to buy a paper Shoe Pin-up for a suggested minimum donation of \$1 or \$5 to help the store support the ADA's research, information and advocacy efforts. The purchaser signs the pin-up, which is then displayed on the wall space of choice. We suggest that the program runs from four to six weeks in duration.

The Shoe Pin-Up Campaign is easy to implement. The ADA will supply the Shoe Pin-ups and materials to help promote the program. We are willing to attend manager or staff meetings to explain the program and help make things as easy as possible. Complete the Step Out Pin-up order forms keep the seller's copy and return the ADA staff copy to have your Pin-ups delivered to you.

Why should my company promote Shoe Pin-ups?

- Customers feel good about supporting an organization that gives back to the local community.
- It's a natural promotional tool. Shoe Pin-Ups are a great visual.
- Your customers and employees who are affected by diabetes will appreciate your involvement.
- Your company can help find a cure and improve the lives of the 23.6 million Americans affected by diabetes at no additional operating cost.
- Promotion enhances employee morale.
- Shoe Pin-up sales can be credited to a company's Step Out team total if you have a corporate team.

Please contact Patti Clair at:

Phone: 1-888-DIABETES (342-2383) ext. 6623 or 216-328-9989 ext. 6623

Email: pclair@diabetes.org

for additional information on starting this program in your area.

Step Out: Walk to Fight Diabetes

Saturday, October 3, 2009

Time Warner Cable Amphitheater

9:00 AM Check in/Registration

10:00 AM Start Time

Pre-Register online or by phone at:

1-888-DIABETES

www.diabetes.org/stepout