



Diabetes Awareness Picks Up Speed, On Twitter And On The Racetrack

(NAPS)—As a leading professional race car driver, Charlie Kimball continues to prove that, with proper management, diabetes does not have to be a roadblock.

As he travels to events across the country, the first American open-wheeled racing driver with diabetes will update fans on the free social messaging service Twitter, providing updates (called “tweets”) directly from his mobile phone about his race progress and diabetes management, representing a different direction in sharing real patient experiences. Kimball’s page, called “Race with Insulin,” is part of a larger initiative sponsored by Novo Nordisk, the company that makes the insulin he uses to help manage his diabetes.

“Race with Insulin” provides me the opportunity to regularly reach out to my fans with real-time updates about life as a race car driver with diabetes,” says Kimball.

“When I am not traveling at speeds of 160 miles per hour, I hope to reach as many people living with diabetes as possible with my own story and inspire them to take an active role in managing their health.”

Kimball, who began racing go-karts at age 9, chose to bypass admission to Stanford University to follow his dream to become a race car driver. When he was diagnosed with diabetes in 2007, he was forced to abandon his racing program mid-season. Remarkably, in 2008, he returned to the cockpit and claimed a podium finish in his first race back. Today, he continues to compete in some of the most competitive racing categories in the world, continuing to prove that his high-performance life is possible with diabetes.

Kimball was first introduced to Novo Nordisk when his physician prescribed Novo Nordisk insulins.

In 2008, Kimball approached the company about becoming a sponsor. He has had the Novo Nordisk corporate and insulin logos on his fire suit and helmet since April 2009 and on the car since May 2009.

“Charlie is an inspiration to anyone with diabetes,” says Craig DeLarge, associate director of marketing at Novo Nordisk. “We hope that by providing Charlie an interactive platform to share his message, we can motivate patients and health care providers to learn more about ways to dialogue about health care.”

Kimball and Novo Nordisk are committed to ensuring compliance with all laws and regulations, including the PhRMA organization guidance on direct-to-consumer advertising.

Throughout the season, Kimball tweets from his various races. To subscribe to the “Race with Insulin” Twitter page or to learn where Kimball will be racing next, visit www.twitter.com/racewithinsulin. To learn more about Novo Nordisk insulins, visit www.novonordiskcare.com.

Social networking services are now being used to promote health awareness.

“When I am not traveling at speeds of 160 miles per hour, I hope to reach as many people living with diabetes as possible with my own story and inspire them to take an active role in managing their health.”

—Charlie Kimball