



Red Rider Program

WHO ARE THE RED RIDERS?

The Red Riders are ANY participants in the Tour de Cure Utah who are living with type 1 or type 2 diabetes. The Red Riders are the ones who actually ride the ride, whether they are part of a team or an individual rider. If you have diabetes – YOU ARE A RED RIDER!



THE JERSEY

We want the riders with diabetes on the course to be readily visible to all other riders and to each other. Each rider with diabetes will receive a Red Rider jersey at no cost to them. Receive a Red Rider Jersey if you have diabetes and register for the 2009 Utah Tour de Cure. Red Riders are why we ride!

THE GOAL

The purpose of the Red Riders is to support everyone who lives with diabetes and showcase the courage it takes to live every day with this difficult condition. With hundreds of riders who may share a similar story, and hundreds more to support you, being a Red Rider can help with your first step or your millionth, in your fight to live a healthier life!

This year, and from here on out, we want to encourage people with diabetes to be visible and proud. The ride itself is the affirmation of your courage and perseverance.



<http://diabetes.org/utahtourdecure>



WHAT IS THE TOUR DE CURE?

The American Diabetes Association's signature cycling event called the Tour de Cure is the biggest cycling event for diabetes in the country! It is held in 80-cities nationwide and the state of Utah will be striving for cycling success on June 13rd of 2009! The Tour De Cure is a challenging cycling event that lets both the avid and recreational cyclist raise money for diabetes research and educational programs while having a great time!

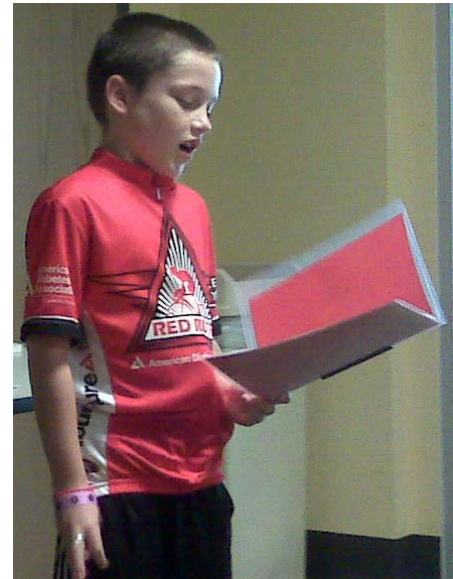
WHAT IS DIABETES?

Diabetes is a silent killer with no cure. It affects children & adults of all ages. Diabetes can cause life-threatening complications that can result in blindness, heart disease, stroke, amputation, and premature death.

HOW DOES DIABETES AFFECT YOUR COMPANY?

According to the Center for Disease Control, the average economic cost (lost workdays, lost productivity, increased health insurance claims, etc) to a company of:

- 50-100 employees is **\$57,090.**
- 250-300 employees is **\$199,815.**
- 1,000 employees is **\$523,325.**
- 2,500 employees is **\$1,408,220.**
- 4,000 employees is **\$2,283,600.**



WHO ARE OUR RIDERS?

- 83% are men and women between 25-54 years old
- College educated with an average income of \$75,000+
- Cycling enthusiasts or potential cycling enthusiasts
- The general public that wants to support a worthy cause.

WHERE DOES THE MONEY GO?

Many people want to know where their money goes when they contribute to the American Diabetes Association. Listed below are a few examples of what the money you raise can help purchase or fund. In 2003 the American Diabetes Association invested 33.8 million dollars on diabetes research.

\$37.00 Pays for educational materials for a newly-diagnosed child and their family.

\$2.75 Pays to send a diabetes information kit to a newly diagnosed individual.

\$11.25 Covers one hour of an advocate's visit to Washington.

\$26.00 Provides diabetes risk tests for 1000 individuals.

\$50.00 Pays for one hour of diabetes research.

\$25.00 Pays for materials necessary for a health fair.

\$79.00 Pays for a child to go to camp for one day.

