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**Press Release**

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Free diabetes awareness necklace could save lives.

Diabetes Research & Wellness foundation (DRWF) supports people living with Type 1 and Type 2 diabetes across the UK and offers anyone who gets in touch a free diabetes awareness necklace and free medical check-up card.

Wearing the necklace is particularly important if people experience a hypoglycaemic episode (hypo)\*, and even more so if they have ‘hypo unawareness’ i.e. without warning signs. The necklace will help emergency personnel to know that their blood sugar may be low and may need emergency treatment.

The free necklace is a year round offer by the charity but is of particular interest during the focus of World Diabetes Day (WDD) which is marked every year on November 14th, the birthday of Frederick Banting who, along with Charles Best, first conceived the idea which led to the discovery of insulin in 1921. The theme of WDD for 2014-2016 is Healthy Living and Diabetes.

DRWF ask for a self-addressed envelope with a large letter stamp (73p) to Necklace Offer ref WDD14, DRWF, The Roundhouse, Hayling Island, Northney Marina, Hampshire, PO11 0NH. (Please allow 28 days for delivery)

The World Diabetes Day campaign is led by the International Diabetes Federation (IDF). It engages millions of people worldwide in diabetes advocacy and awareness. Created in 1991 World Diabetes Day became an official United Nations Day in 2007.

Over 3 million people in the UK are living with Type 1 and Type 2 diabetes. 10% have Type 1 and 90% have Type 2 with an estimated 500,000 people living with Type 2 diabetes but who do not know it yet and are at risk of long term complications.

DRWF is committed to ensuring people living with diabetes are *Staying well until a cure is found.* The charity champions the importance of self-education and provides support to people through a range of media, including the website, a monthly newsletter, free patient information leaflets, Diabetes Wellness Events and so much more. It also has a commitment to funding important research across the UK into understanding the causes, prevention and treatment of the condition with the ultimate goal of finding a cure and has pledged £8.6m to date.

www.drwf.org.uk

ENDS

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**Notes to Editors**

\*Hypo or Hypoglycaemia means an abnormally low level of sugar (glucose) in the blood. When your glucose level is too low, your body does not have enough energy to carry out its activities.

Source NHS Choices www.nhs.uk

**DRWF:**

The Diabetes Research & Wellness Foundation (DRWF) is a registered charity, established in 1998 to raise public awareness to the condition and its associated complications, treatment, avoidance and relief and to provide support to people living with diabetes. Whilst funding diabetes research we aim to ensure that people are **’staying well until a cure is found....’**

While DRWF is an independent, autonomous charity, working for the benefit of people within the United Kingdom, internationally, Diabetes Research & Wellness Foundation exists also as a non-profit organisation in the United States of America, in France under the name "Association pour la recherche sur le diabète", and also in Germany (DHFD) and Sweden (DWNS). We share the same goals and don’t lose sight of the bigger picture, enabling us to take advantage of our international dimension for the benefit of the charity and our beneficiaries.

Charity registration no – 1070607