

PRESS RELEASE

**DAY, MONTH DATE, 2016**

**LOCATION MAN/WOMAN takes on challenge for diabetes charity**

A TOWN/VILLAGE MAN/WOMAN has taken on a fundraising challenge to raise money for a diabetes charity.

YOUR NAME is going to take part in the InDependent Diabetes Trust’s (IDDT) 14-mile challenge in a bid to generate much-needed funds.

The YOUR AGE-year-old, of STREET NAME, will be WALKING/RUNNING/CYCLING along the Brampton Valley Way, from Market Harborough to Northampton on Saturday, July 9.

YOUR NAME said: “IDDT works tirelessly in the name of people with diabetes, helping to make their lives easier. I am a dedicated supporter and am proud to be taking on this challenge.

“EXTRA DETAILS AND YOUR OPINIONS ABOUT YOUR CHALLENGE.”

The Northampton-based charity provides vital independent support for people with diabetes, carers and parents of children with diabetes.

It now provides a free, confidential helpline, has published dozens of helpful publications, stages events and lobbies the government on behalf of people with diabetes.

It is estimated that more than one in 20 people in the UK has diabetes (diagnosed or undiagnosed). There are more than three million people who have been diagnosed with diabetes in the UK. By 2025, it is estimated five million people will have diabetes in the UK.

Martin Hirst, IDDT chief executive, said: “Diabetes is quickly becoming the health epidemic of the 21st century. We need to take diabetes seriously before it causes more problems to more people.

“We, like every charity, are reliant on donations so we are extremely grateful to YOUR NAME for raising these vital funds. The money will go towards enabling us to continue to support people with diabetes live with a lifelong health condition, which if not managed properly can lead to devastating consequences, including amputation, blindness and even death.”

For more information about IDDT, visit: [www.iddt.org](http://www.iddt.org). To sponsor YOUR NAME, visit: YOUR JUST GIVING LINK or email YOUR EMAIL ADDRESS or call YOUR PHONE NUMBER.

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**Notes to Editors**

* For further details, to arrange an interview or more photographs, email oliver.jelley@ojpr.co.uk or call 07803 003811.
* The Trust produces a wide variety of **free** information and is reliant totally on voluntary donations.
* For more information about the work of the Trust, contact:

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