

Fit4D ANNOUNCES SUPPORT OF DIABETES “ALERT DAY” TUESDAY, MARCH 22

March 14, 2011

Fit4D praises efforts of the American Diabetes Association’s ALERT DAY to encourage all Americans to become aware of diabetes risk

New York, NY March 14, 2011 – Fit4D today announces its support of the American Diabetes Association’s “Alert Day” on Tuesday, March 22, 2011. The ADA’s Alert Day is a one-day “wake-up call”, urging the American public to take the Diabetes Risk Test to find out if they are at risk for developing Type 2 Diabetes.

According to a recent report by the Centers for Disease Control and Prevention, an estimated 26 Million Americans have diabetes and another 79 Million have pre-diabetes. The CDC reports that, if the current trends continue, nearly one third of all Americans will develop diabetes by 2050. Critically, about 27 percent of those with diabetes - 7 million Americans - are not aware they have the disease.

The Diabetes Risk Test asks users to answer simple questions about weight, age, family history and other potential risks for pre-diabetes or Type 2 Diabetes. The Diabetes Risk Test will show people whether they are at low, moderate or high risk for Type 2 Diabetes. If an individual is at high risk, he or she will be encouraged to talk with their healthcare provider.

“We applaud the efforts of the ADA and this outreach to the American public” said David Weingard, founder and CEO of Fit4D. “Just being aware of the potential for diabetes can help people take simple steps to minimize the risk to their health. Even small changes in eating and activity can help prevent or delay the onset of Type 2 Diabetes – it helps to know if you are at risk. Fit4D encourages all Americans to take the Diabetes Risk Test at the ADA’s site: stopdiabetes.diabetes.org, and make changes today to ensure a more fit and healthy life.”

Fit4D is committed to providing coaching and education, helping to motivate people to make simple health changes and inspire action toward better health and wellness for people living with diabetes. The clinical experts at Fit4D offer nutrition and fitness coaching at www.Fit4D.com