Novo Nordisk Partners with Minneapolis Community Groups to Support Diabetes Education Programs

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MINNEAPOLIS, Aug. 31, 2011 /PRNewswire/ -- This evening, Novo Nordisk awarded sponsorships totaling $100,000 to 4 Minneapolis-based community organizations to support programs that educate people living with type 2 diabetes on how to better manage their diabetes and reduce the risk of long-term diabetes related complications. The sponsorships are part of the Novo Nordisk Community Care program, which aims to promote enduring, sustainable change for people living with diabetes. The groups receiving sponsorships tonight represent diverse communities in Minneapolis and are working diligently to help improve patients' lives.

The Minneapolis organizations that received program sponsorships include:

- American Diabetes Association, Minneapolis-St. Paul Region: to sponsor the "Pathways to Better Health" Program kicking off at the October 15 Diabetes EXPO
- A Partnership of Diabetics (A-POD): to educate Phillips Community residents with type 2 diabetes about self-management strategies and provide weekly "Meet-Up" support groups
- HealthEast Foundation: to support their partnership with the St. Paul YMCA and St. Paul Diabetes Lion's Club program providing type 2 diabetes education to the uninsured population
- Open Cities Health Center: to support their "AccessPlus" program which provides comprehensive type 2 diabetes education, screening and health services to multicultural populations

"Novo Nordisk is proud to support these community programs because they have the potential to help stem the tide of diabetes in Minneapolis," said Lori Moore, Executive Director of Communications and Public Affairs at Novo Nordisk. "Novo Nordisk brings innovative treatments and devices to the diabetes community, but as an industry leader, we also have the opportunity and responsibility to provide resources to local organizations whose deep understanding of their constituency's needs can make a signifi
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