



## Diabetes Dash for Kids

P.O. Box 6054

Falmouth, ME, 04105

[www.diabetesdash.org](http://www.diabetesdash.org)

Dear Sponsor,

Our son Cole who is 7 years old loves to run. In last year's Clam Festival 1-mile kids fun run he placed second in his age group. He received a trophy which was the thrill of his young life and continues to be his most prized possession.

Two days later Cole was diagnosed with type 1 diabetes. Of course I'd heard of diabetes before but I had absolutely no idea what it meant to have type 1 diabetes. For most of this last year Cole has had to take a shot of insulin every time he wants to eat food. Too much insulin and he could have a seizure, too little insulin and we have skyrocketing blood sugar that can cause blindness, vascular disease and amputation if left unchecked. He has to stick his finger to check his blood sugar at least once every two hours – and as parents we do this for him when he is sleeping. We eat healthy, exercise and have no family history. It has been the biggest challenge of our life.

To help find a cure for this devastating disease, we are organizing a race - just for kids - to benefit the Juvenile Diabetes Research Foundation (JDRF), an organization dedicated to finding a cure for diabetes.

The most difficult question my son asked a couple of weeks after his diagnosis was, "when will this diabetes go away?" I told him 5 years. Now I don't know for certain that diabetes will be significantly cured in 5 years but I certainly wasn't going to tell him this was a life sentence – because I honestly don't believe that. There is amazing research occurring that is accelerating our hope to see a cure in this lifetime. Your care and contribution can make a difference.

The **Diabetes Dash for Kids** will be the first of its kind in Maine as it is a race that is solely for kids. All kids age 3-12 from the greater Portland area are invited to participate.

### **Here is how you can help:**

We are looking for sponsors for the race. All of the proceeds from the race will go directly to JDRF. Sponsorship will be available at different levels and will give the sponsor opportunity to advertise or be included in different ways at the event. Our sponsor levels are as follows:

- \$250 – Defeat Diabetes Sponsor – Includes listing the name of your organization on the back of our brochure/registration flier and on our web page.
- \$500 – Destroy Diabetes Sponsor – Includes above and your organizations name on the race day program. (The race day program will have a list of all the events and all the children who are participating.)
- \$1000 – Demolish Diabetes Sponsor - All of the above as well as your name on event signs, finish line banners and mile markers.
- \$2500 – Decimate Diabetes Sponsor – All of the above as well as your name on the back of the Diabetes Dash for Kids t-shirt.

Thank you for considering to help us find a cure for this challenge. Your contribution is hugely appreciated. For questions or to offer advice, please contact: Kirsten Buchanan (207) 650-7324.