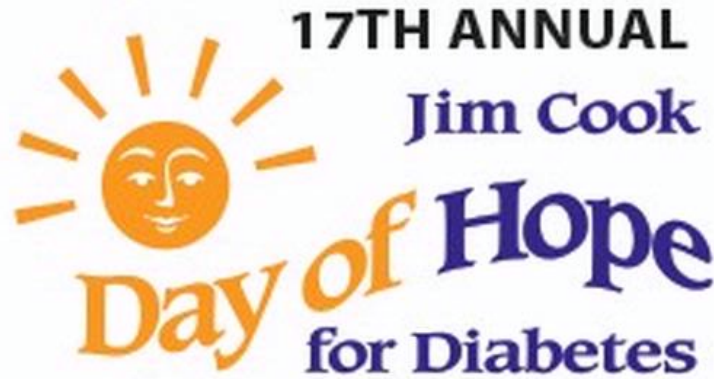


17th Annual Jim Cook Day of Hope for Diabetes



For 17 years, the Jim Cook Day of Hope for Diabetes® has educated thousands interested in learning more about a disease the World Health Organization has defined as an epidemic. On Saturday, March 17, 2012, the public is invited to attend this free event, sponsored by Eisenhower Medical Center and the Desert Diabetes Club. The Jim Cook Day of Hope for Diabetes®, which includes a product fair showcasing the latest technology and treatments for persons with diabetes, will be held from 7:30 a.m. to 3 p.m.

This year, the Jim Cook Day of Hope for Diabetes® welcomes celebrity keynote speaker Alan Thicke. Best known as Dr. Jason Seaver, the beloved father on the television show *Growing Pains*, Thicke will address the topic *Health Care and Health Careless*. He is the founder of The Alan Thicke Centre for Juvenile Diabetes Research — a virtual home to a group of scientists from the Lawson Health Research Institute, St. Joseph's Health Care, London, The University of Western Ontario, Robarts Research Institute and the London Health Sciences Centre. The work conducted by these scientists in search of a cure for diabetes has gained national and international recognition.

The event's medical keynote speaker is Steven Gundry, MD, from the International Heart and Lung Institute and Center for Restorative Medicine. Author of Dr. Gundry's *Diet Evolution*, Dr. Gundry will be presenting *Eating Fat to Cure Diabetes*.

Melinda Read, popular television personality and spokesperson for Jim Cook Day of Hope for Diabetes®, will emcee the day's events. Experts from Eisenhower Medical Center, Desert Regional Medical Center and Desert Cardiology Center will speak about the latest research and information on various diabetes-related topics. Free screenings are available for Desert Diabetes Club members.

Designed to educate all Coachella Valley residents about diabetes, the Desert Diabetes Club meets the third Wednesday of each month (October through May) at the Annenberg Center for Health Sciences at Eisenhower. With a tax-deductible membership of \$25, members receive vital information about diabetes and improving their quality of life through lectures by diabetes professionals. Social and support events are also planned throughout the season. For more information about the Jim Cook Day of Hope for Diabetes® or the Desert Diabetes Club, please visit emc.org/ddc or call 760-773-1578.