

press release

Novo Nordisk launches the Changing Diabetes Bus World Tour in order to raise awareness on diabetes

A global drive to change diabetes

Under the motto 'a global drive to change diabetes', a world leader in diabetes care, Novo Nordisk, unveils today a Changing Diabetes Bus. This bus is realising a one-and-a-half-year-long journey around the world. It is one of the more ambitious initiatives from Novo Nordisk to raise awareness about diabetes.

Fully convinced that the broader public needs to be educated on the fact that diabetes can affect anyone at any time and that lifestyle choices can play a huge role in the prevention of diabetes, Novo Nordisk is committed to educating as many people as possible to take action on their own behalf.

Lise Kingo, executive vice president at Novo Nordisk, says: "In order to defeat this pandemic, we need to combine prevention, detection and treatment methods together with raising awareness of diabetes and its alarming social, humanitarian and economic consequences."

Inside the bus

The bus and its messages will be relevant to every visitor; people passing by as well as people with diabetes or healthcare professionals and decision-makers can all learn something new about diabetes and the urgent need for change.

Each corner of the bus features an important theme in the fight against diabetes, and big plasma video screens, computers and the possibility of having a diabetes test or a body mass index (BMI) measurement will keep visitors busy and entertained while they get an overview of the past, present and likely future scenarios of diabetes.

Unite for Diabetes

The Changing Diabetes Bus forms an important part of achieving the goal of calling for change on a global level. Novo Nordisk is therefore proud to be supporting the Unite for Diabetes campaign led by the International Diabetes Federation (IDF). The goal of this campaign is to secure support from governments all over the world to call for the adoption of a UN Resolution on diabetes by World

Diabetes Day 2007 (14 November). Only by joining forces is it possible to raise awareness of the disease, improve care and encourage action preventing the worldwide spread of diabetes.

Changing diabetes and future generations

Changing the course of diabetes for good must necessarily involve a focus on future generations. Novo Nordisk has chosen to support Unite for Diabetes by engaging youth directly in the debate through the formation of an international youth panel, and by developing a Youth Charter on the needs of children who have diabetes today or are at particular risk of developing diabetes in the future. In this way, Novo Nordisk supports a future where empowerment, control, independence and optimism are the mindset of people with diabetes.

No cure for diabetes today, however...

A UN Resolution on diabetes will hopefully help bring this silent killer out of the shadows, improve diabetes care for many people and encourage concerted actions to prevent diabetes and its complications. Currently, there is no cure for diabetes, but many type 2 diabetes cases can be prevented through changes in diet and increased physical activity. It is possible to reverse the growing diabetes epidemic. To do nothing is not an option. In the future, Novo Nordisk may find a way to cure or prevent both type 1 and type 2 diabetes. But action is urgently needed already now to prevent our children from bearing the future burden of diabetes.

Novo Nordisk is a healthcare company and a [world leader in diabetes care](#). The company has the broadest diabetes product portfolio in the industry, including the most advanced products within the area of insulin delivery systems. In addition, Novo Nordisk has a leading position within areas such as haemostasis management, growth hormone therapy and hormone replacement therapy. Novo Nordisk manufactures and markets pharmaceutical products and services that make a [significant difference to patients](#), the medical profession and society. With headquarters in Denmark, Novo Nordisk employs more than 22,750 employees in 79 countries, and markets its products in 179 countries. Novo Nordisk's B shares are listed on the stock exchanges in Copenhagen and London. Its ADRs are listed on the New York Stock Exchange under the symbol 'NVO'. For more information, visit novonordisk.com.

Edmonton Dates:

May 23 & 24, 2007

West Edmonton Mall (Zeller's Entrance)

10:00 AM - 7:00 PM