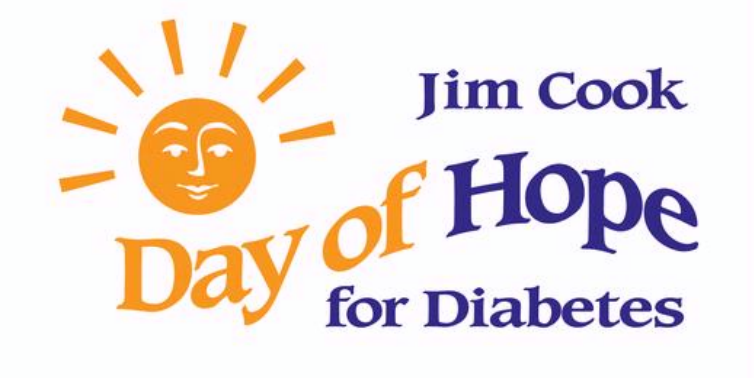
Jim Cook Day of Hope for Diabetes



For nearly two decades, 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 22, 2014, the public is invited to attend this popular free event, presented by the H.N. and Frances C. Berger Foundation 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 8 a.m. to 3 p.m. at the Annenberg Center for Health Sciences at Eisenhower. For more information, please call 760-773-1578 or visit emc.org/ddc.

This year, the Day of Hope welcomes award-winning actor/singer Tony Orlando as its celebrity keynote speaker. Known for his beloved Tie a Yellow Ribbon Round the Ole Oak Tree — an American anthem of hope and homecoming, reunion and renewal — Mr. Orlando has enjoyed much success during his more than 50 years in the entertainment business. Motivated by a close family member's experience with diabetes, Mr. Orlando raises awareness about diabetes in events across the nation.

Focusing on wellness and diabetes, the Day of Hope is delighted to have Jeralyn Brossfield, MD, Board Certified gynecologist/obstetrician and Medical Director of the Eisenhower Wellness Institute as its medical keynote speaker.
Dr. Brossfield will discuss Tame the Flame:How Lowering Inflammation is the Key to Wellness.

Melinda Read, popular television personality and spokesperson for the Day of Hope, will emcee the day's events. Experts from Eisenhower Medical Center, Eisenhower Desert Cardiology Center, and others will speak about the latest research and information on various diabetesrelated topics. Free screenings for stroke, eyes, feet, blood pressure, A1C and body mass will be available for Desert Diabetes Club members.

Designed to educate all Coachella Valley residents about diabetes, the Desert Diabetes Club meets 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 call 760-773-1578.

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