



WORLD **DIABETES** FOUNDATION

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Princess Benedikte of Denmark

– new Patron of the World Diabetes Foundation

Bagsvaerd, March 14, 2003 today the World Diabetes Foundation is very proud to announce that Princess Benedikte of Denmark has become Patron of the Foundation.

"I feel strongly that diabetes care is a cause very much worth supporting, and therefore I have personally been attached to the cause of diabetes for several years. Like many other people, I was personally concerned when I first heard of the disturbing predictions for the prevalence of diabetes reaching epidemic proportions all over the world. This fact becomes even more alarming when – according to WHO predictions – approximately 80% of all new cases of diabetes are expected to appear in the developing countries. Here, less than half of the people with diabetes are ever diagnosed, and even if they are, timely and adequate diabetes care is unfortunately very rare indeed in that part of the world. Becoming a patron of the World Diabetes Foundation gives me the chance to play a part in the on-going fight of the diabetes epidemic in the least developed parts of the world. And that is most certainly a cause worth dedicating my time to", says her Royal Highness Princess Benedikte of Denmark, Patron of the World Diabetes Foundation.

Princess Benedikte will play an active role as Patron for the World Diabetes Foundation, travelling in the developing world to visit project funded by the World Diabetes Foundation and using her patronage to raise awareness and funds for the cause of diabetes, which comes very well in line with her patronage of the Juvenile Diabetes Research Foundation.

"We know that approximately 177 million people in the world have diabetes. According to World Health Organisation (WHO), in a decade that number may increase to 370 million, with 80% of all new cases occurring in the developing countries. This means that we have a huge challenge in raising the awareness of diabetes and the World Diabetes Foundation feels that her Royal Highness Princess Benedikte will be able to play a very important role in the fight against lack of awareness of diabetes in the developing world, says Leif Fenger Jensen, Managing Director of the World Diabetes Foundation.

The first Annual Review 2002 from the World Diabetes Foundation will be available at



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the web: www.worlddiabetesfoundation.org today and in a printed version later on this month highlighting the projects funded by the Foundation during its first year

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The World Diabetes Foundation was founded in March 2002 by Novo Nordisk. The founder has pledged to donate 500 million DKK (approx. 70 million Euros) over a period of 10 years to the foundation.

The World Diabetes Foundation aims at improving diabetes care in the poorest countries through funding of sustainable projects in education, capacity building, distribution and procurement of essential drugs and monitoring. The Foundation is governed independently of Novo Nordisk by a 5 member board of directors, comprised of experts in the fields of diabetes and access to health in developing countries. The Foundation is registered in Denmark as an independent trust.

For further information about the World Diabetes Foundation and diabetes in the developing countries please consult the Foundation's website at: www.worlddiabetesfoundation.org