



Berry Brewer
f r e e l a n c e

FOR IMMEDIATE RELEASE

Contact for Media Inquiries:
Jocelyn Verdi, 509-314-6678
<http://www.walk.jdrf.org/>

Local Woman Raises over \$5000 for Juvenile Diabetes Research

SPOKANE, WA, August 31, 2007 – April Messerschmidt, a local Spokane woman whose daughter was diagnosed with Juvenile Diabetes only four months ago, has currently launched a successful campaign to raise \$5250 for the annual Walk to Cure Diabetes.

Every year, the Juvenile Diabetes Research Foundation asks volunteers around the country to participate in their walks, which are typically three miles of light trails. These walks are always family-friendly and include a variety of entertainment and food venues. With over 500,000 participants nationwide, it is one of their biggest fundraisers.

Individual volunteers are asked to create teams to participate in the walk. Their efforts are supported by family members and friends who offer monetary donations in the name of the team. Ms. Messerschmidt took this call very seriously. "It was devastating when we learned about my daughter's disease," she declared on a letter sent out to hundreds of her contacts. "It feels so good to be able to do something about it." This simple plea caught the attention of many, and the money started rolling in soon after.

"I had no idea that so many people cared so much," Ms. Messerschmidt stated soon after she passed the \$1000 mark. "We're getting donations from people I have never even met before."

Local JDRF representatives say that this kind of outpouring is not uncommon. "Oftentimes, all it takes is a friend of a friend of a friend to come down with the disease, and sympathy starts pouring in," claims Joe Montaigne, director of the local JDRF chapter. "This is especially true when it comes to our kids."

Thanks to the efforts of Ms. Messerschmidt and other area teams, the Spokane walk, which is takes place on October 6 in downtown Riverfront Park, is expected to exceed last year in terms of monetary donations and number of participants. Donations will continue to be accepted up until the day after the event.