



الجمعية القطرية للسكري
Qatar Diabetes Association



QATAR DIABETES ASSOCIATION AND LANDMARK GROUP IN PARTNERSHIP WITH ASPIRE ZONE ORGANISE FIFTH ANNUAL BEAT DIABETES WALKATHON

Qatar Foundation Member Calls On Community To Support And Raise Diabetes Awareness At Fun-Filled Evening Packed With Entertainment And Family Activities

Doha, Qatar, 10 November 2014: Qatar Diabetes Association (QDA), a member of Qatar Foundation for Education, Science and Community Development (QF), and Landmark Group, the region's leading retail and hospitality conglomerate, have unveiled plans for the fifth annual Beat Diabetes Walkathon.

The Qatar edition of the walkathon this weekend supports QF's mission to foster a progressive society while addressing immediate social needs, and is a part of Landmark's year-long community-centric initiatives held across seven countries worldwide to raise awareness of diabetes that has become an acute problem globally.

A total of 60,000 people participated in the 2013 walkathon, while more than 75,000 took the Group's free blood glucose tests during the year. The success of the initiative's previous edition is particularly noteworthy as statistics indicate that Qatar is one of the countries in the Gulf Cooperation Council (GCC) region with a high prevalence of diabetes, making it one of the nation's biggest healthcare challenges of the 21st century.

This year's walkathon will be held on 14 November at Aspire Park in Doha. Participants will log a distance of one kilometre on the track, which equates to around 1,500 steps per person taking part. The event will feature attractions such as live music, including the participation of the Military Band, as well as Zumba sessions and childrens' face painting.

Commenting on the upcoming walkathon, Dr Abdulla Al-Hamaq, Executive Director of QDA said: "Diabetes is a lifestyle condition that can be managed if detected early. We look to emphasise the importance of regular check-ups and a healthy lifestyle.

"As this condition can impact any member of the family at any age, it is important to be alert and take the right step to safeguard health. Landmark is an integral part of the community and we engage with millions of people every day. We are proud to play a pivotal role in enabling the community to beat diabetes through a planned, comprehensive campaign."

Santosh Pai COO of Landmark Group, added: "The Beat Diabetes initiative has grown tremendously over the past five years. Our goal this year is to extend the campaign further and reach out to more families across the region. A key aspect of our approach is to target mothers, as they play a central role in their family's health and wellness."

The Group's on-going efforts towards spreading awareness about diabetes have reached several thousand residents in Qatar, with over 150,000 people across the region getting their blood glucose levels tested over the last four years.

The Beat Diabetes walkathon is a part of Landmark's Corporate Social Responsibility initiative to encourage people to walk for a cause and take the pledge to beat the condition by staying active, eating healthy and monitoring blood glucose levels regularly.

Registration for the walkathon is free, and each participant will receive a kit comprising of a t-shirt and cap, and healthy refreshments. Participants can register online at www.beatdiabetes.me or at the Centrepoint stores in Al Asmakh Mall, Barwa Village, Wakra and Dar Al Salam Mall Abu Hamour. To learn more about the walkathon, please visit: www.facebook.com/beatdiabetes.

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About Qatar Diabetes Association

The Qatar Diabetes Association (QDA) is a member of Qatar Foundation for Education, Science and Community Development (QF) with support from His Highness Sheikh Tamim bin Hamad Al Thani, Amir of the State of Qatar and under the auspices of Her Highness Sheikha Mozah Bint Nasser, the Chairperson of QF. QDA provides useful and up to date information, health education and diet and various programmes throughout the year to various segments of society that will help patients understand the reality of diabetes, ways of living with it and abidance with proper care.

About Landmark Group

Founded in 1973 in Bahrain, the Landmark Group has successfully grown into one of the largest and most successful retail organisations in the Middle East and India. An international, diversified retail and hospitality conglomerate that encourages entrepreneurship to consistently deliver exceptional value, the Group operates over 1900 outlets encompassing over 24 million square feet across the Middle East, Africa and the Indian Subcontinent. The Group employs over 50,000 people.

About Qatar Foundation

Founded in 1995 by His Highness Sheikh Hamad Bin Khalifa Al Thani, The Father Amir , and chaired by Her Highness Sheikha Mozah bint Nasser, Qatar Foundation is a private, non-profit organisation committed to the principle that a nation's greatest natural resource is its people. The headquarters of Qatar Foundation are located within its flagship project, Education City. A



15 million square-metre campus, Education City is home to numerous progressive learning institutions and centres of research, including branch campuses of some of the world's leading universities, plus a cutting-edge science and technology park. Qatar Foundation also works to enhance the quality of life in Qatar by investing in 'Education, Science and Technology and Community Health and Development'.