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**Central Massachusetts American Diabetes Association Raises Record Funds in Annual Step Out: Walk to Stop Diabetes Event**

**- Marlborough-Based CeQur Corporation Helps Lead 2013 Fundraising Effort -**

**Framingham, MA and Marlborough, MA, November 11, 2013** – The New England market of the American Diabetes Association announced today the final results of the 2013 Central Massachusetts “Step Out: Walk to Stop Diabetes” event. This year, the event raised a record-breaking amount - nearly \$200,000 - from a total of 650 participants.

The Step Out: Walk to Stop Diabetes events raise awareness about diabetes and money to fight the disease. This year’s Central MA event took place September 28 at the University of Massachusetts Medical School in Worcester, where participants and volunteers gathered to Stop Diabetes® for the nearly 26 million American children and adults with type 1, type 2 and gestational diabetes, as well as their families, friends, colleagues, and caregivers.

“There will be no easy answer to diabetes and its startling statistics, but like other complex social and health problems, when communities come together, real progress is made,” said Dr. David Harlan, the William and Doris Krupp professor of medicine, Department of Medicine and Diabetes branch chief at the University of Massachusetts Medical School, and Central MA Step Out co-chair. “The UMass Diabetes Center of Excellence is proud to have worked with the ADA Step Out campaign again to raise critical funds for diabetes research, increase the public’s awareness of diabetes, and help move us all toward the day when diabetes is robbed of its horrors.”

Marlborough-based CeQur® SA was among the top 2013 Central MA fundraising teams this year, generating \$22,753 in donations. CeQur is focused on the development and commercialization of simple insulin delivery devices. The company’s lead product is the PaQ three-day insulin delivery device for people with type 2 diabetes.

“We founded CeQur because we were passionate about reducing the consequences of diabetes for people living with the disease,” said James Peterson, CeQur founder and CEO. “The annual ADA Step Out event gives us an important opportunity to act on and share this passion. We are proud of our contribution and grateful to our local chapter for sponsoring a well-organized and inspiring event.”

**About the American Diabetes Association and “Step Out: Walk to Stop Diabetes”**

The mission of the American Diabetes Association is to cure and prevent diabetes and to improve the lives of those living with the disease. Step Out: Walk to Stop Diabetes takes place in 135 cities across the United States. Funds raised through Step Out: Walk to Stop Diabetes help fund research to prevent, cure and manage diabetes; deliver services to hundreds of communities; provide objective and credible information; and give voice to those denied their rights because of diabetes.



The American Diabetes Association is leading the fight to Stop Diabetes and its deadly consequences and fighting for those affected by diabetes. Founded in 1940, our mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes. For more information please call the American Diabetes Association at 1-800-DIABETES (1-800-342-2383) or visit [www.diabetes.org](http://www.diabetes.org). Information from both these sources is available in [English](#) and [Spanish](#).

#### **About CeQur<sup>®</sup> SA**

CeQur is dedicated to developing and commercializing advanced insulin delivery devices that make it easier for people living with type 2 diabetes to adhere to therapy and stay in control of their disease. The company is headquartered in Horw, Switzerland, with operations in Nordborg, Denmark and Marlborough, Massachusetts.

CeQur was established in January 2008. The company's lead product candidate is the PaQ Insulin Delivery Device, a novel, wearable device that provides freedom from multiple daily injections. More information can be found at [www.cequrcorp.com](http://www.cequrcorp.com).

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