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## **Service Foods Joins American Diabetes Association in Fight Against Diabetes**

*Atlanta-based Service Foods is proud to join the effort to educate Americans on the importance of diabetes prevention and control*

ATLANTA, March 3—Service Foods, a leading provider of all-natural foods for home delivery, has pledged to support the American Diabetes Association’s (ADA) initiatives to fight diabetes in America.

As part of its relationship with the ADA, Service Foods has committed to support several metro Atlanta ADA programs, including the Tour de Cure cycling event and the Step Out Walk to Stop Diabetes, the ADA’s signature fundraising event. Service Foods’ CEO Dr. Keith Kantor has also been asked to serve on the 2011 Alpharetta Step Out Walk to Stop Diabetes’s Corporate Recruitment Committee thanks to his experience and dedication to improving America’s health one family at a time.

“We are proud to support the American Diabetes Association’s efforts to help the nearly 26 million Americans who have diabetes and the millions more who are at risk for developing type 2 diabetes,” said Dr. Keith Kantor, CEO of Service Foods. “It’s vital that we give people access to the tools, nutrition and education they need to lead a healthier lifestyle so we can end the healthcare crisis in this country. By forming a relationship with the American Diabetes Association, I believe we’re making a positive step in that direction.”

Service Foods will serve as an event sponsor for both the May 15 Tour de Cure and Step Out Walk to Stop Diabetes. Tour de Cure is a series of fundraising cycling events held in 43 states nationwide to benefit the ADA. Last year, more than 50,000 cyclists in 80 tour events raised nearly \$17 million to support the mission of the ADA. The Step Out Walk to Stop Diabetes is slated for this fall. Last year, the event drew more than 130,000 walkers in 140 locations across the county, who together raised \$18.4 million to help fund ADA’s diabetes research, prevention, education and advocacy programs.

During the both events, Service Foods' registered dietitians, doctors, registered nurses, fitness experts and certified all-natural chefs will be on hand to provide attendees with tips and education on the crucial role that proper nutrition, all-natural food and exercise play in a healthy lifestyle.

Attendees will also receive information on the all-natural, high-quality food and personalized meal plans available from Service Foods. The meal plans can be customized according to each individual's dietary needs, whether a patient suffers from health concerns such as diabetes or just wants to eat great tasting, all-natural foods as part of a healthy lifestyle. Each plan is then created from Service Foods' extensive line of fully aged, all-natural Black Angus beef; super-select pork; Grade-A, free-range poultry; sashimi-grade seafood; and Grade-A natural and organic fancy vegetables.

"The American Diabetes Association is a large promoter of leading a healthy, active lifestyle. A balanced diet is also an important part of this, and Service Foods understands this and promotes the same message," said Michael Gault, the Senior Executive Director of the American Diabetes Association for the Atlanta/North Georgia Region. "There's a fit between our organizations, and we're looking forward to our work together."

### **About The American Diabetes Association**

The American Diabetes Association is leading the fight to stop diabetes and its deadly consequences and fighting for those affected by diabetes. The Association funds research to prevent, cure and manage diabetes; delivers services to hundreds of communities; provides objective and credible information; and gives voice to those denied their rights because of 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).

### **About Service Foods**

Service Foods offers a full line of all-natural foods free from growth hormones, preservatives, steroids, antibiotics and colorings. The company provides free delivery directly to customers' homes. In addition, dietitians, nurses, visiting doctors and fitness experts are on staff to counsel clients in leading a healthier lifestyle. Service Foods has been in business since 1981 and is based in Atlanta, Georgia, with warehouses in several states. To learn more about Service Foods, Inc., visit [www.ServiceFoods.com](http://www.ServiceFoods.com).

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