



# News Release

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## American Diabetes Association's "We Fight" Brand Campaign Recognized with Two Anthem Awards

*Gold Winner for Best Campaign, Health, Non-Profit; Bronze for Best Brand Campaign, Health*

**ARLINGTON, Va. (January 31, 2024)** – The American Diabetes Association® (ADA) announced today that it has been named a Gold Winner for Best Non-Profit Health Campaign and Bronze Winner for Best Brand Campaign in the Health category in the third Annual Anthem Awards.

This year's Anthem Award Winners were selected from a pool of over 2,000 submissions from 44 countries by the International Academy of Digital Arts and Sciences (IADAS). Anthem judges are intellectually diverse leaders from across the impact industry with expertise that spans across the Anthem cause areas. IADAS members include: Heather Dowdy, Director of Product Accessibility, Netflix; Alex Amouyel, President & CEO, Newman's Own Foundation; Noel Kinder, Chief Sustainability Officer, Nike; Shaniqua McClendon, Vice President of Politics, Crooked Media/Vote Save America; Rawle Andrews Jr., Esq., Executive Director, American Psychiatric Association Foundation; Alison Moore, CEO, Comic Relief US; Christina Lang, Vice President of North American Marketing, Mozilla; Michelle Waring, Steward for Sustainability and Everyday Good, Tom's of Maine; and more.

The awards recognize the ADA's "We Fight" initiative, a unique brand campaign that positions the organization as the leader in the fight against diabetes and rallies all Americans to join the cause of ending diabetes for good. The campaign engages a national audience, fostering awareness about the seriousness of diabetes and its complications, and supporting fundraising to help find a cure for diabetes.

"The Anthem Awards were born out of the desire to amplify and celebrate the voices that are creating sustainable change and to inspire others to take action," said **Patricia McLoughlin, Anthem Awards General Manager**. "In a year where so much is at stake, it is incredibly important to recognize impact work and celebrate the progress happening globally. Congratulations to all of this year's Winners."

"Every 26 seconds someone in the U.S. is diagnosed with diabetes. We can be doing so much more to address this epidemic, starting with raising awareness" said **Simone Grapini-Goodman, American Diabetes Association Chief Marketing and Digital Officer**. "This recognition helps elevate our mission to support everyone affected by diabetes and the fight to ultimately end this condition."

By amplifying the voices that spark global change, the Anthem Awards are defining a new benchmark for impactful work that inspires others to take action in their communities. A portion of program

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revenue is allocated to the Anthem Award’s grant program, The Anthem Fund. This year the Anthem Fund partnered with Billion Oyster Project to support their work to restore and conserve New York’s waterways.

### About the American Diabetes Association

The American Diabetes Association (ADA) is the nation’s leading voluntary health organization fighting to bend the curve on the diabetes epidemic and help people living with diabetes thrive. For 83 years, the ADA has driven discovery and research to treat, manage, and prevent diabetes while working relentlessly for a cure. Through advocacy, program development, and education we aim to improve the quality of life for the over 136 million Americans living with diabetes or prediabetes. Diabetes has brought us together. What we do next will make us Connected for Life®. To learn more or to get involved, visit us at [diabetes.org](http://diabetes.org) or call 1-800-DIABETES (1-800-342-2383). Join the fight with us on Facebook ([American Diabetes Association](#)), Spanish Facebook ([Asociación Americana de la Diabetes](#)), LinkedIn ([American Diabetes Association](#)), Twitter ([@AmDiabetesAssn](#)), and Instagram ([@AmDiabetesAssn](#)).

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