



News Release

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GNC and the American Diabetes Association Join Forces Again to Champion Health and Wellness

PITTSBURGH, March 7, 2024 – Eager to repeat the successes of last year's partnership, GNC, the global leader in health and wellness, and the American Diabetes Association® (ADA) have once again teamed up to launch a national fundraising campaign aimed to support the over 38 million Americans living with diabetes and the millions more at risk.

GNC customers can now participate by making donations at their local GNC store or online, with options to round up their purchase to the nearest dollar or select a donation amount of their choice. All proceeds will directly benefit the ADA, supporting their crucial work in diabetes research, advocacy, and education. The campaign officially kicked off on March 3, 2024, and will continue through April 14, 2024.

New this year, GNC CEO Michael Costello has personally pledged to donate \$5,000 of his own money if the company exceeds their goal of \$100,000. To take it even further, the GNC Live Well Foundation will also contribute an additional \$5,000, increasing the potential impact of this year's efforts.

"Last year, thanks to the incredible generosity of our customers and the hard work of our staff, we not only met but exceeded our goal. This year, we're aiming even higher," said Costello. "Diabetes affects millions of Americans and their families, and through this campaign we're hoping to make a significant contribution towards the research, treatment, and awareness."

The importance of the campaign can't be overstated as over a million Americans are diagnosed with diabetes every year, adding to the millions already battling this condition. The partnership between GNC and the ADA will work to not only raise funds but also increase awareness about diabetes prevention and management.

For more information on how to participate in the fundraising campaign or to learn more about the ADA and its mission, please visit GNC.com or diabetes.org.

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About GNC

GNC is a leading global health and wellness brand that provides customers with a wide variety of science-based products and solution services to Live Well. The brand touches consumers worldwide by providing its products and services through company-owned retail locations, domestic and international franchise locations, digital commerce and strong wholesale and retail partnerships across the globe. GNC's diversified, multi-channel business model has worldwide reach and a well-recognized, trusted brand. By combining exceptional innovation, product development capabilities and an extensive global distribution network, GNC manages a best-in-class product portfolio. www.gnc.com.

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 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](#)).