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## 2025 Tour de Cure: Mid-Atlantic returns to Windsor Castle Park

*Cycling event raises funds to support diabetes research, local programming, and advocacy efforts.*

**Smithfield, VA.** (April 24, 2025) – The American Diabetes Association® (ADA) is thrilled to host the 2025 Tour de Cure®: Mid-Atlantic at Windsor Castle Park on Saturday, April 26. This cycling fundraising event raises funds so the ADA can fight for all people living with diabetes—one of the fastest growing chronic diseases in the world.

Nationwide, over 38 million people have diabetes, and every 26 seconds, someone new is diagnosed. Approximately 870,500 adults in Virginia, or 11.3% of the adult population, have diagnosed diabetes. Every year, an estimated 52,000 adults in Virginia are diagnosed with diabetes.

Tour de Cure is an opportunity for individuals, corporations, and organizations to come together to help the ADA increase awareness, provide vital programs, fund lifesaving research, and work toward a cure.

“Every day, we continue to search for a cure and better methods of care until that cure is found. We also protect the rights of those with diabetes and offer no- and low-cost programming to help people with diabetes thrive,” said Deanie Eldridge, the ADA’s executive director in the Mid-Atlantic market. “When people join our signature events, they help us raise awareness about diabetes, advocate for the rights of people with diabetes, and raise funds for diabetes research. We thank our generous premier sponsors, Sentara Health, Capital Group, and Bon Secours for making this year’s Tour de Cure possible.”

After the ride, participants are invited to enjoy the following:

- **Champions Tent** with massage therapists, celebratory beverages, Tour de Cure VIP exclusive gear, and photo opportunities.
- **Living Red Tent** with Red Rider swag, Tour de Cure VIP exclusive gear, and special snacks and drinks. Also, find your personalized Red Rider sign and other photo opportunities around the festival site.
- **Stretch** by Bon Secours In Motion
- **Beer** by MoMac Brewing Company
- **Breakfast and Coffee** by Smithfield Gourmet Bakery and Cafe
- **Now You’re Cooking** with samples of a delicious recipe from the ADA’s Diabetes Food Hub®.
- **Post-Ride Meal** provided by Q Daddy’s Pitmaster BBQ and The Salty Cactus
- **Rider + Team Finisher Medal Photos**

- Wellness Village
- Music

Americans with diabetes have medical expenses approximately 2.6 times higher than those without and can develop serious health complications. Events such as Tour de Cure are crucial for raising awareness and providing resources to support those living with diabetes.

To learn more about Tour de Cure: Mid-Atlantic and register, visit [diabetes.org/MidAtlanticTour](https://diabetes.org/MidAtlanticTour).

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### About the American Diabetes Association

The American Diabetes Association (ADA) is the nation's leading voluntary health organization fighting to end diabetes and helping people thrive. This year, the ADA celebrates 85 years of driving discovery and research to prevent, manage, treat, and ultimately cure—and we're not stopping. There are 136 million Americans living with diabetes or prediabetes. Through advocacy, program development, and education, we're fighting for them all. To learn more or to get involved, visit us at [diabetes.org](https://diabetes.org) or call 1-800-DIABETES (800-342-2383). Join us in the fight on Facebook ([American Diabetes Association](#)), Spanish Facebook ([Asociación Americana de la Diabetes](#)), LinkedIn ([American Diabetes Association](#)), and Instagram ([@AmDiabetesAssn](#)). To learn more about how we are advocating for everyone affected by diabetes, visit us on X ([@AmDiabetesAssn](#)).