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The American Diabetes Association Hosts the 2025 Tour de Cure: North Carolina

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

Asheboro, NC. (May 16, 2025) – The American Diabetes Association® (ADA) is thrilled to host the 2025 Tour de Cure®: North Carolina at Bicentennial Park on Saturday, May 17. This cycling 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. Over one million adults in North Carolina, or 10.6% of the adult population, have been diagnosed with diabetes. Every year, an estimated 54,000 adults in North Carolina 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."

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

- **Champions Tent** with massage therapists, celebratory beverages, and photo opportunities
- **Living Red Tent** with special snacks, drinks, custom bags, and massages
- **Massages** provided by Healing Path Massage
- **Beer** provided by Four Saints Brewing Company
- **Breakfast and coffee** provided by Panera Bread
- **Post-ride meal** provided by Subway
- **Rider and team finisher medal photos**
- **Wellness Village**
- **Music**



Tour de Cure

News Release

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: North Carolina and register, visit diabetes.org/nctour.

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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 or call 1-800-DIABETES (800-342-2383). Join us in the fight on Facebook ([American Diabetes Association](https://www.facebook.com/AmericanDiabetesAssociation)), Spanish Facebook ([Asociación Americana de la Diabetes](https://www.facebook.com/AsociaciónAmericanaDeLaDiabetes)), LinkedIn ([American Diabetes Association](https://www.linkedin.com/company/AmericanDiabetesAssociation)), and Instagram ([@AmDiabetesAssn](https://www.instagram.com/AmDiabetesAssn)). To learn more about how we are advocating for everyone affected by diabetes, visit us on X ([@AmDiabetesAssn](https://twitter.com/AmDiabetesAssn)).