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2025 Tour de Cure: Finger Lakes Region Finds a New Home at Stokoe Farms

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

Rochester, NY (June 6, 2025) – The American Diabetes Association® (ADA) is thrilled to host the 2025 Tour de Cure®: Finger Lakes Region at Stokoe Farms in Scottsville, NY, on Saturday, June 7. 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 1,779,200 adults in New York State, or nearly 10% of the adult population, have diagnosed diabetes. Every year, an estimated 127,000 adults in the state are diagnosed with diabetes.

"Tour de Cure: Finger Lakes Region is more than just a ride—it's a celebration of the American Diabetes Association's mission and an opportunity to bring our community together while raising vital funds to help bend the curve on diabetes locally," said Jessica Joanis, the ADA's director of development in Upstate New York. "This year, we're thrilled to call Stokoe Farms the new home for Tour de Cure: Finger Lakes Region. Many know this beloved local destination for its holiday festivities, and we're excited to establish a new tradition with the Tour."

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.

After the ride participants are invited to enjoy the following:

- Local food trucks, free of charge, for all volunteers and participants
- Afternoon entertainment from Anthony Siciliano and the ADA Allstar Band
- Nature trail
- Massage tent,
- Beer garden
- And more!

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



Tour de Cure

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awareness and providing resources to support those living with diabetes.

To learn more about Tour de Cure: Finger Lakes Region and register, visit diabetes.org/flxregion.

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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](#)), 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](#)).