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## 2025 Tour de Cure: New England Returns to Lexington, MA

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

**Lexington, MA (August 15, 2025)** – The American Diabetes Association® (ADA) is thrilled to host the 2025 Tour de Cure®: New England at 10 Maguire Road, in Lexington, Massachusetts, on August 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. Approximately 560,395 adults in Massachusetts, or 8.5% of the adult population, have diagnosed diabetes.

“As we gear up for this year’s Tour, let’s take a moment to appreciate the amazing difference our community can make in the fight to end diabetes. Every time we pedal, we move closer to a world where diabetes no longer holds anyone back. Together, we can spread hope and truly change lives with the support of the community—and this year’s Tour Chair, Keith Boyle with Cube 3, stepped into the role to help us make a difference,” said Rachel Gibbons, the ADA’s executive director in the New England market.

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:

- DJ and music throughout the day
- Lunch by Butter “UR” Biscuit (including vegetarian and gluten-free options)
- A robust beer garden provided by Craft Food Halls
- Kids zone sponsored by Dave & Buster’s
- The SBLI Wellness Expo with vendors, diabetes resources, and key partners

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: New England and register, visit [diabetes.org/TDCNewEngland](https://diabetes.org/TDCNewEngland).

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**Tour de Cure**

# News Release

## **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](#)).