

Persbericht

Touching diabetes images



Two winning images, © NDF Diabetes 24/7, Natascha Nellestein and Carla Hegener.
High-res photos can be requested from annegees.van.linge@mediq.com.

Utrecht, 14 November 2011 – Today at World Diabetes Day the jury announces the winners of photo competition Diabetes 24/7. The jury, among others Anne Hoogendoorn, known from The Voice of Holland and top photographer Corbino, made their choice out of close to 500 entries. Diabetes 24/7 is an initiative of Platform World Diabetes Day in collaboration with Mediq. World Diabetes Day is worldwide the most important awareness campaign for diabetes.

Diabetes is often invisible, but it has a major impact on people's daily lives. With the Diabetes 24/7 photo competition, the World Diabetes Day Platform aims to give a face to diabetes. The winning images can currently be found at www.diabetes24-7.nl and in a travelling exhibition.

Diabetes in the Netherlands

Some 1 million people in the Netherlands have diabetes. However, some 250,000 people don't know they have diabetes. This is why everyone can do the free bloodsugar test at Mediq Pharmacy for the coming two weeks. Please ask your Mediq Pharmacy.

Award ceremony

Chairman of the jury Corbino: "Fantastic, we received about 200 more entries in comparison to last year. The theme is an issue. We looked at confronting, original images that illustrate diabetes in a striking way." Winners receive prizes as money, cameras, photography master classes by Corbino and iPads during the NAD-congress (National Action programme Diabetes) in the World Forum in The Hague today.

Youngsters with diabetes

Mediq supports projects for young people with diabetes. As the social partner in the photo competition, Mediq pays special attention to photos that show the combination of young people and diabetes.

Note to the editors/not for publication

Diabetes 24/7 is an initiative by the World Diabetes Day Platform in collaboration with Mediq.

World Diabetes Day Platform

World Diabetes Day is the global awareness campaign for diabetes, under the auspices of the United Nations. The aim of World Diabetes Day is to draw attention to and create understanding of people with diabetes. The day is 14 November, which is the birthday of Frederick Banting who, together with Charles Best, was one of the discoverers of insulin in 1922. World Diabetes Day in the Netherlands is organised by the World Diabetes Day Platform. www.werelddiabetesdag.nl.

The National Action programme Diabetes (NAD) started in 2009 and is half way its term. An update has been made after 2 years of hard work by healthcare professionals, patients and others involved with diabetes. This will be presented on Monday 14 November during the NAD-congress in the Worls Forum in The Hague.

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Mediq

Mediq is an international company delivering medical devices, pharmaceuticals and related care services. The patient is at the centre of everything we do. Mediq delivers via three channels: direct to people's homes (Mediq Direct), to professional customers such as hospitals, nursing homes and GPs (Mediq Institutional) and via Mediq Pharmacies. Mediq operates in 15 countries. Its head office is located in Utrecht, the Netherlands. The company was founded in 1899 and has around 8,200 employees. Mediq is listed on NYSE Euronext Amsterdam. Mediq reported € 2.6 billion net sales in 2010. See for more information www.mediq.com.

As a company working in healthcare, we are very much aware of our social role. Young people with diabetes is an important theme for Mediq. Our aim is to draw attention to and create understanding of these youngsters. Examples of projects include Diabetes24/7, in cooperation with the World Diabetes Day Platform, www.diabetesshout.nl, in the context of which young people can freely get the things going on in their lives off their chests, and the 'Candy' theatre show, in cooperation with the Dutch Diabetes Fund.

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