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FOR IMMEDIATE RELEASE

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## **American Medical ID Joins the American Diabetes Association As a National Affinity Sponsor**

### ***Texas Medical Identification Manufacturer to Encourage People with Diabetes to Protect Themselves, Wear Medical Identification***

**Houston, TX** -- American Medical ID today became the newest company to support the prevention, treatment and cure of diabetes as a National Affinity Sponsor of American Diabetes Association® (ADA).

American Medical ID creates customized medical identification jewelry for those living with a chronic or rare medical condition such as diabetes, asthma or a heart condition, as well as persons with allergies such as insect, food or medicine.

"We are thrilled to be a National Affinity Sponsor of the American Diabetes Association," said Rick Russell, President and CEO of American Medical ID. "Not only do we feel passionate about the prevention, treatment and education of diabetes, we also care deeply about those affected by the disease. We look forward to educating ADA members of the importance of wearing proper medical identification."

The company will contribute 20 percent from the sale of any American Medical ID product generated by ADA constituents, with a minimum cash donation of \$35,000. American Medical ID will also provide in-kind services to ADA in relation to its "I Decide to Fight Diabetes" campaign and donate medical IDs to select ADA camps for children with diabetes, bringing the total commitment to the Association to \$100,000.

"The American Diabetes Association is pleased to welcome American Medical ID as a National Affinity Sponsor and supporter of our mission," said Darlene Cain, Chair of the Board of the American Diabetes Association. "In an emergency situation, a medical ID lets the person treating you know right away you have diabetes. The ADA has long encouraged the importance of wearing a medical ID for people living with diabetes and we appreciate the support of American Medical ID to further this critical awareness effort."

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***About American Medical ID***

Since 1994, Houston-based American Medical ID has created high quality, customized medical identification jewelry to meet one's everyday lifestyle. The medical IDs are available with various styles of bracelets, necklaces and watches, in gold, gold-filled, sterling silver, stainless steel and nylon. Each ID is custom fitted and personalized with complementary engraving.

American Medical ID also provides a free Online Medical Registry (OMR), where participants can maintain an online personal health file of their medical conditions, emergency contact information, prescriptions, over-the-counter medication and personal and medical files such as living wills, donor cards, EKGs and CTs. This file can be accessed anytime through a secure online connection or a 24-hour emergency telephone line. The program also provides 24/7 unlimited access to a registered nurse, for emergencies or ongoing health questions. For more information about American Medical ID, visit [www.IdentifyYourself.com](http://www.IdentifyYourself.com).

***About the American Diabetes Association***

The American Diabetes Association is the nation's leading voluntary health organization supporting diabetes research, information, and advocacy. Founded in 1940, the American Diabetes Association has offices in every region of the country, providing services to hundreds of communities. The Association's mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes. For more information, visit [www.diabetes.org](http://www.diabetes.org) or call 1-800-DIABETES (1-800-342-2383). Information is available in English and Spanish.

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