

The background of the poster is a composite image. In the foreground, an F-16 fighter jet is parked on a tarmac. In the middle ground, a baseball player in a white uniform with the number 23 on the back is walking away from the camera. In the background, a line of cars is parked along a road. The sky is a mix of orange and blue, suggesting a sunset or sunrise. The text 'TOUR de CURE Arizona:56' is overlaid in the center, and 'MARCH 6, 2022' is below it. The American Diabetes Association logo is in the top left corner, and 'The Inaugural Ride' is in the bottom right corner.

**TOUR[®]
de CURE** 
American Diabetes Association[®]

TOUR DE CURE ARIZONA:56

MARCH 6, 2022

The Inaugural Ride

Connected for Life.



Our Mission

To prevent and cure diabetes and to improve the lives of all people affected by diabetes.

The Burden of Diabetes

- Approximately **34,000,000** people in America have diagnosed diabetes
- There are **88,000,000** people in America who have prediabetes

Diagnosed diabetes costs an estimated \$327 billion in America each year.

The serious complications include heart disease, stroke, amputation, end-stage kidney disease, blindness – and death.





Tour de Cure Arizona:56

Key Partners

Mr. Paul Dolan

Honorary Chair

Owner, Chairman, and Chief

Executive Officer of the Cleveland Indians Major
League Baseball Team.



Mr. Chris Henrichsen

Executive Chair

Vice President of Risk and Litigation

at Discount Tire.





- **30 Year History**

- Since 1991 Tour de Cure has raised over 500 million dollars to the mission
- 44 different states through the years
- 80 cities across the country
- Over 50,000 riders

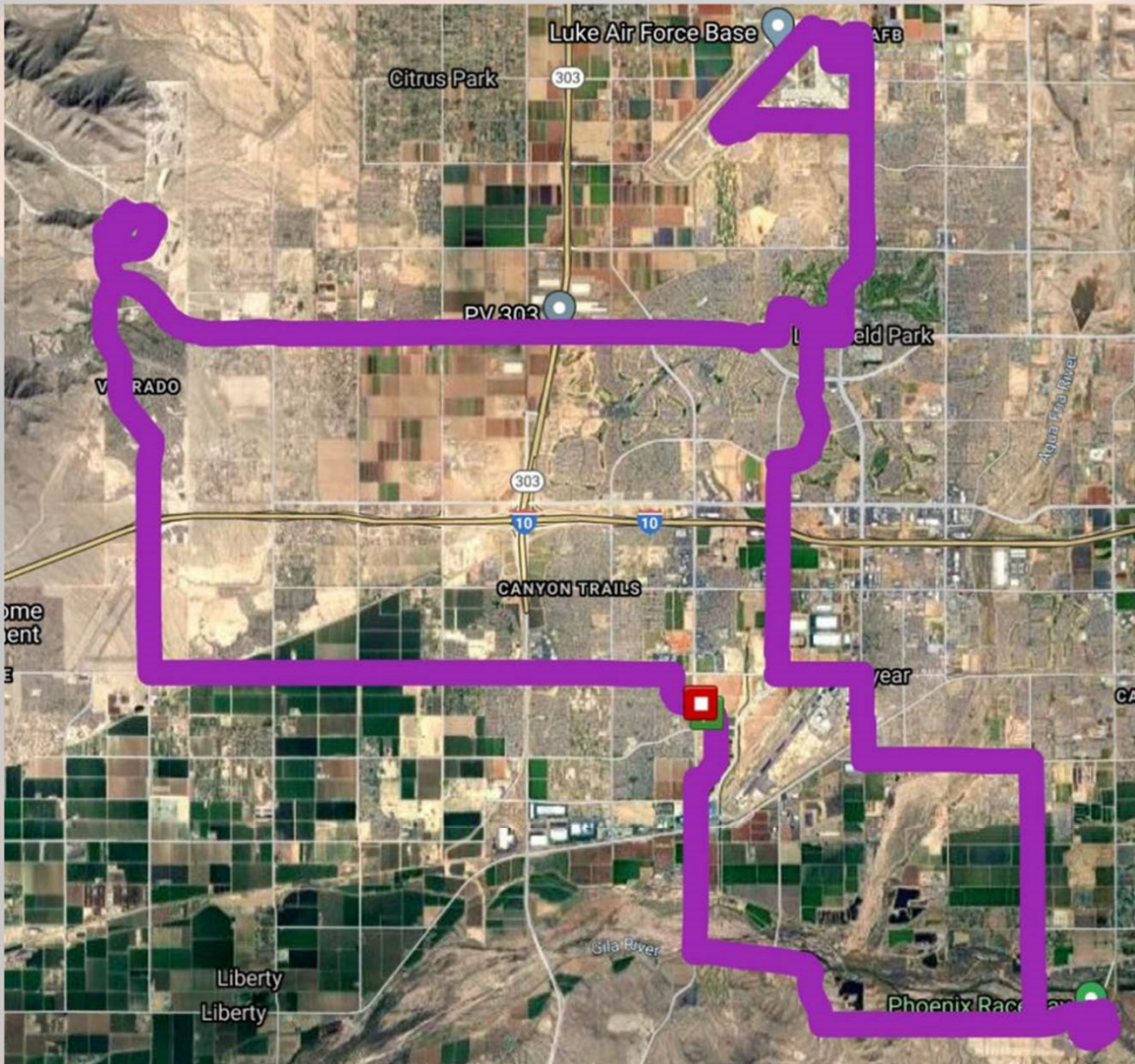
- **2022 Events**

- 21 planned Tour de Cure and Step Out Walks across the Nation
- Tour de Cure Arizona:56 will be the first ride of 2022

Tour de Cure Arizona: 56

Notable Ride
Locations





56 MILE ROUTE

This route is inspired by the 56th Fighter Wing of Luke Air Force Base.

Locations on this route:

- Goodyear Ballpark (start and finish)
- Phoenix Raceway (ride on track)
- Luke Air Force Base (ride on runway)
- Verrado Community (White Tanks Mountains)
- Estrella Mountain Park

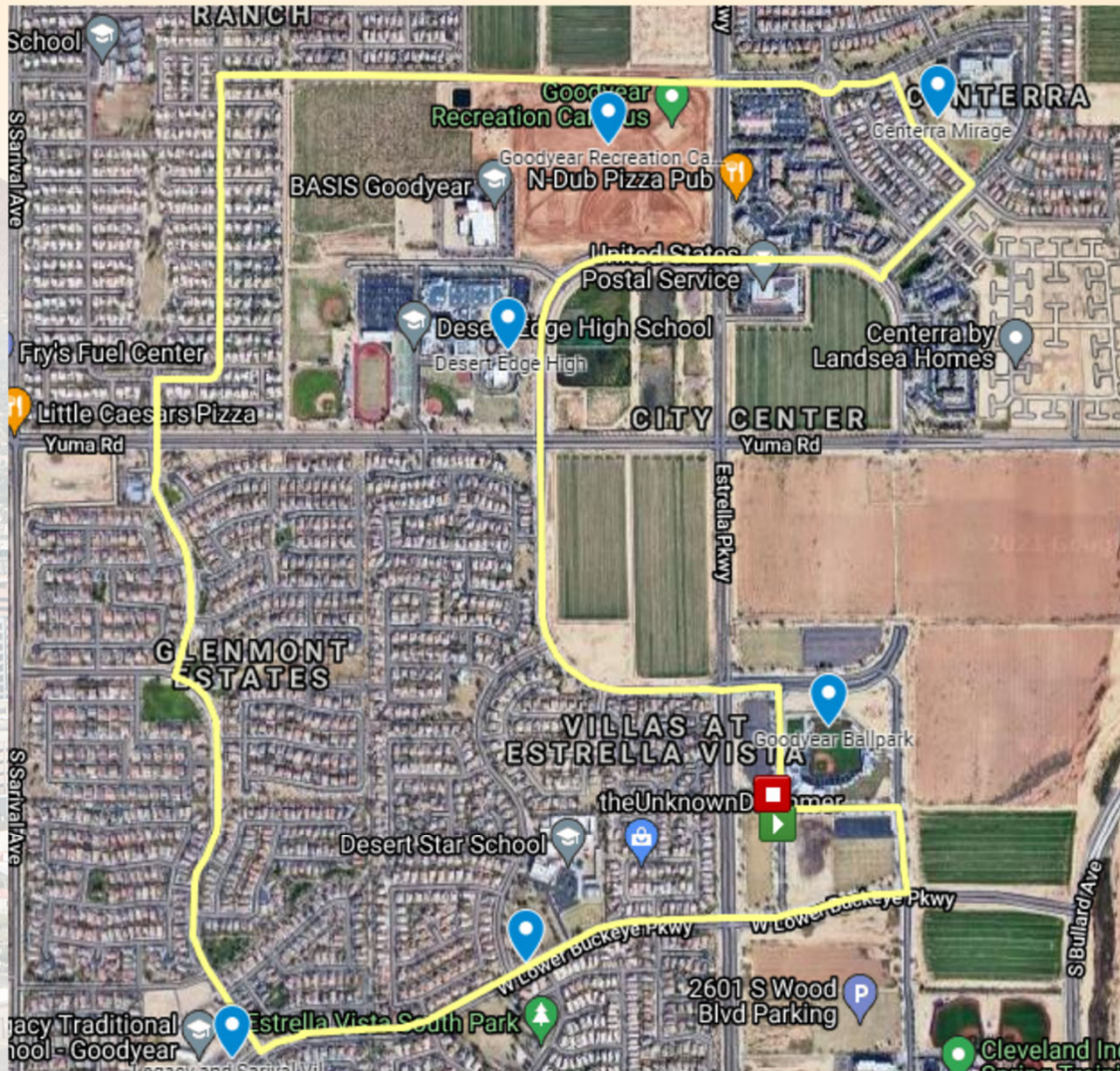


29 MILE ROUTE

This route is inspired by Goodyear Ballpark and the average length of a baseball bat (29 inches).

Locations on this route:

- Goodyear Ballpark (start and finish)
- Luke Air Force Base (ride on runway)
- Verrado Community (White Tanks Mountains)



5.6 MILE ROUTE

This route is inspired by 5.6 being the range of a normal A1C, the measurement of healthy glucose control.

Locations on this route:

Goodyear Ballpark (start and finish)

A great route for our beginner riders and families



Tour de Cure Arizona:56

Where are we at today

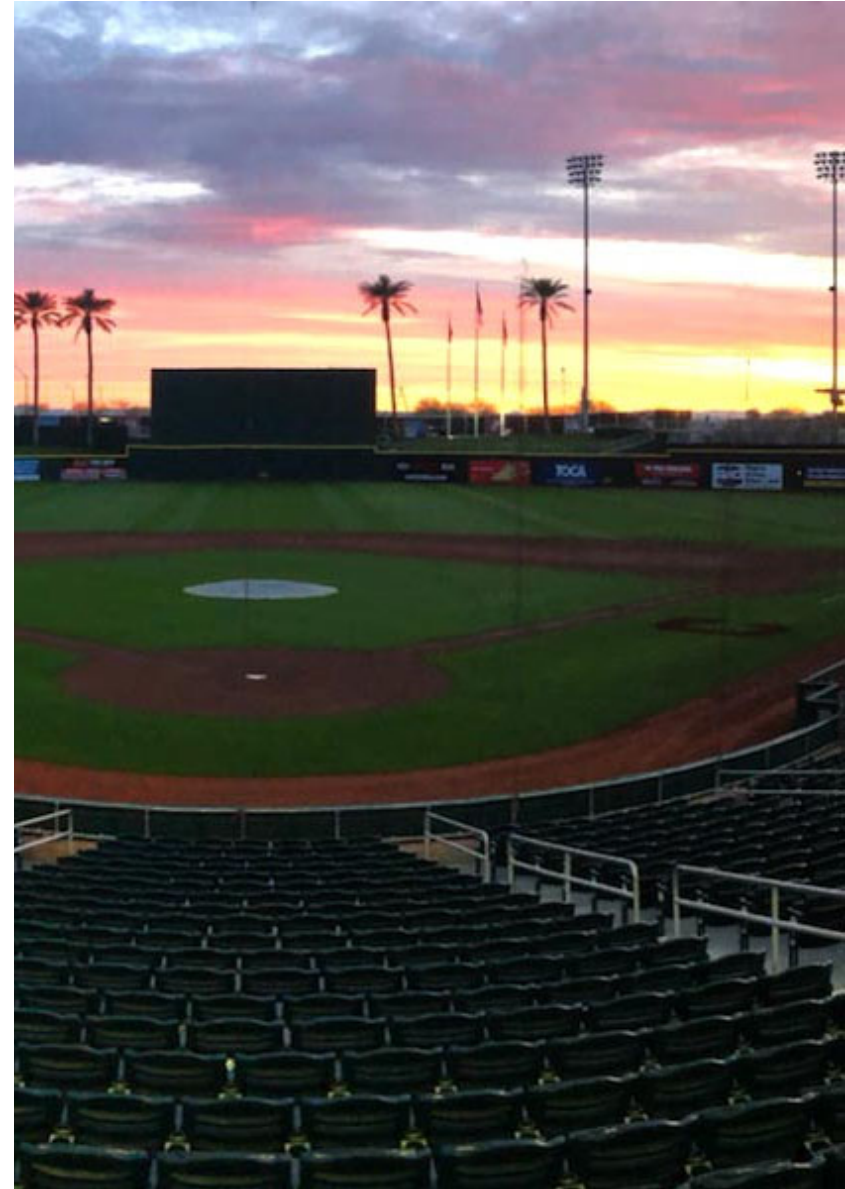
- Vision of the ride
- Partners identified
- Mapping
- Event Production
- Communication & Marketing
- Volunteer Plan

Tour de Cure Arizona:56

American Diabetes Association

REACH:

- *National email database - 2.7 million*
- *40,000 consultants receive targeted emails that are Tour de Cure*
- *40,000 consultants receive targeted texts that are Tour de Cure*
- *Participation from ADA chapters across the country*



Tour de Cure Arizona:56

IMPACT:

- **Year 1**
1,500 plus riders
30% outside of the Phoenix area
- **Year 3**
3,000 plus riders
50% outside of the Phoenix area

Staff Recommendation

Approve support of the American Diabetes Association's Tour de Cure through the provision of public safety in-kind services.

