



## Type 1 Diabetes Driver Ryan Reed Teams Up with the American Diabetes Association for Drive to Stop Diabetes<sup>SM</sup> Awareness Campaign

### For immediate release:

**Concord, NC (February 7, 2013)**-Ryan's Mission, founded by driver Ryan Reed, has announced collaboration with the American Diabetes Association for the Drive to Stop Diabetes<sup>SM</sup> awareness campaign.



Reed will compete in a number of NASCAR Nationwide Series races for Roush Fenway in 2013, driving the No. 16 Ford Mustang. Reed has type 1 diabetes and his car will feature an American Diabetes Association Drive to Stop Diabetes paint scheme, with his first race currently set for Richmond International Raceway on April 26, 2013.

Ryan, a Bakersfield, California native has been racing since the age of four and was diagnosed two years ago at age 17 with type 1 diabetes and was told he would never drive again. This was unacceptable to the young man who has become an advocate for diabetes awareness and had started his own foundation, RyansMission.org, to educate people on diabetes. Ryan continued to drive and had a successful 2012 season in the ARCA Racing Series, as well as select NASCAR Camping World Truck Series events.

This unique collaboration with the Association to Drive to Stop Diabetes will use Ryan's story as the voice. The Drive to Stop Diabetes campaign will include awareness and educational efforts at all NASCAR Nationwide races this year, as well as at several off track health and wellness initiatives throughout 2013. The Drive to Stop Diabetes mobile movement will focus attention to educating the community on all types of diabetes. The Drive to Stop Diabetes campaign, through RyansMission.org (501c3), will donate 100 percent of all net-proceeds to the Association.

"The American Diabetes Association is thrilled to collaborate with Roush Fenway Racing and Ryan's Mission on the Drive to Stop Diabetes awareness campaign," said Larry Hausner, Chief Executive Officer, American Diabetes Association. "As one of the nearly 26 million people living in the U.S. with

diabetes, Ryan Reed is an inspiring individual and his voice is critical to spreading awareness and educating communities across the country about this disease.”

“Roush Fenway Racing has always been in the business of helping to facilitate the career of young drivers,” Eric Peterson, Operations Manager at Roush Fenway Racing said. “We have a robust driver development program and have identified Ryan as a potential young talent and we are looking forward to seeing how he performs on the track. If you look back over the past couple of years, we have been fortunate to have the opportunity to evaluate quite a few drivers behind the wheel of our cars and we are anxious to see what Ryan can do with this opportunity.”



“I see this as an opportunity to show my ability,” Ryan Reed stated. “Obviously my goal is to follow in the progression of many drivers that have started inside the Nationwide Series ranks and worked their way up to contend for the Sprint Cup. It will be a great opportunity and I intend to make the most of it.”

Fundly will be an associate sponsor on the No. 16 Drive to Stop Diabetes Ford Mustang and will fully support the crowd-funding mission.

“Fundly is proud to partner with Ryan Reed on the Drive to Stop Diabetes campaign,” Tom Kramer, CMO, Fundly explained. “This man and this campaign are emblematic of everything Fundly stands for: coming together and unleashing our individual power to do good in our world. Go Ryan! The entire Fundly team is with you all the way to the finish! Ryan is another example of inspiring individuals using Fundly for Social Good. Ryan turned his diabetes diagnosis into an opportunity to raise awareness and raise money for a cure. As far as we know, he is one of the first NASCAR drivers to embrace crowdfunding for a cause. That puts him miles ahead in our book!”

“I’m fortunate to have the opportunity to not only be able to drive for the most winning NASCAR team as a development driver for Roush Fenway Racing,” Ryan said. “But I also have the opportunity to help other people by educating them and letting them know – life has no limits!”

For more information on Drive to Stop Diabetes please visit [www.DriveToStopDiabetes.org](http://www.DriveToStopDiabetes.org), Facebook: Driver Ryan Reed Twitter: @driverRyanReed

#### **About the American Diabetes Association:**

The American Diabetes Association is leading the fight to Stop Diabetes® and its deadly consequences and fighting for those affected by diabetes. The Association funds research to prevent, cure and manage diabetes; delivers services to hundreds of communities; provides objective and credible information; and gives voice to those denied their rights because of diabetes. Founded in

1940, our mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes. For more information, please call the American Diabetes Association at 1-800-DIABETES (1-800-342-2383) or visit [www.diabetes.org](http://www.diabetes.org). Information from both these sources is available in English and Spanish.

### **About Fundly:**

Fundly is the leading SaaS 2.0 Social Fundraising platform. Based in Palo Alto, CA, Fundly was launched in 2009 and has over 100 customers in higher education, non-profit, and politics. Current clients include Silicon Valley Education Foundation, American Red Cross Silicon Valley Chapter, Recovery Circles Foundation, Farmhands Boost Inc., Special Operations Warrior Foundation, the Democratic Governor's Association, and Sen. Barbara Boxer (D-CA).

"In the past year we added more than 100 non-profit customers and supported millions of dollars in non-profit fundraising, highlighting the power of social fundraising", said Dave Boyce, CEO of Fundly.

The company has won multiple awards, including two 2009 Pollie Awards and two 2009 Reed awards.

### **About Roush Fenway Racing:**

Roush Fenway Racing is the most winning team in NASCAR history, fielding multiple teams in the Sprint Cup and Nationwide Series with championship drivers Carl Edwards, Greg Biffle, Ricky Stenhouse Jr., Trevor Bayne and Travis Pastrana. Having celebrated 25 winning years in 2012, Roush Fenway is the leader in NASCAR [marketing solutions](#), pioneering motorsport's first team-focused TV show and its award-winning marketing campaigns for [RickyvsTrevor.com](http://RickyvsTrevor.com) and "25 Winning Years." Visit [www.RoushFenway.com](http://www.RoushFenway.com), circle on Google+ at +Roush Fenway Racing, become a fan on Facebook at [www.facebook.com/roushfenway](http://www.facebook.com/roushfenway) and follow on Twitter at @roushfenway.

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