

**AMAZING RACE CHAMPION DR. NAT STRAND JOINS dLIFE  
PHYSICIAN WITH TYPE 1 DIABETES TO BE NEW dLIFE PATIENT CHAMPION**

**WESTPORT, Conn., September 30, 2011** – [dLife](#), the leading [diabetes](#) self-management platform, announces the addition of [Dr. Nat Strand](#), half of the *Amazing Race*'s most recent winning team, as dLife spokesperson and contributor. "Dr. Nat" will inspire the [diabetes community](#) via dLife's multi-channel platform in a variety of capacities. Her story of trekking across 4 continents, 30 cities and 32,000 miles with [type 1 diabetes](#) has already inspired millions of viewers of the highly rated CBS series. People will now be able to connect with Dr. Nat across the dLife media platform and benefit from her amazing energy, spirit and practical insights on dealing with the daily realities of diabetes.



"I am so excited and honored to be part of dLife," says Dr. Nat. "I know firsthand the kind of support dLife delivers to those both struggling and achieving with diabetes. I have been a fan for years, gaining so much personally from dLife as a patient and as a physician; I recognize how important it is to have dLife available to engage people any time and anywhere in their own care. I can't wait to get going!!"

In the coming months, Dr. Nat will be visible online, on TV and leading special dLife initiatives.

"Dr. Nat embodies everything dLife is about, and we share a common philosophy — not letting the realities of life get in the way of living a full, long and healthy diabetes life," says Howard Steinberg, dLife founder and CEO. "She brings incredible compassion and energy to the cause and showed the world that ultimately you have to opt in and own your diabetes to succeed. We couldn't be more proud to welcome her into the dLife family. Together we can continue the clarion call to everyone with diabetes to set their sights on what is possible and not to let diabetes get in their way."

A native of Scottsdale, Ariz., Dr. Nat was diagnosed with type 1 diabetes at age 12 and currently specializes in pain management at the University of Southern California Medical Center. Dr. Nat cites diabetes as an important source of her strength and desire to prove herself.

To view Dr. Nat's recent appearance on *dLifeTV*, visit [www.dlife.com/NatStrand](http://www.dlife.com/NatStrand).

**About dLife – For Your Diabetes Life**

dLife is the number one community network and resource for people living with diabetes and caregivers, providing information, inspiration, and connection via a diverse array of exclusive media channels and services. With over 1.2 million registered members, dLife uniquely engages this growing population in positive and proactive self-care. Its award-winning media outlets include [dLife.com](#), the leading online diabetes destination attracting over one million unique visitors each month and featuring the widest and deepest variety of original content and resources anywhere; *dLifeTV*, the only TV series dedicated to people with diabetes with almost half a million viewers, airing every Sunday on CNBC (7 p.m. ET); mobile applications, and other consumer and professional programs driving proactive [diabetes self-management](#). dLife has been recognized with numerous media and editorial awards, including Medical Marketing and Media's Best Healthcare Consumer Media Brand 2009 & 2010.

dLife has also evidenced positive and direct impact on health outcome, disease engagement, and self-care behavior via a recently completed randomized trial performed by the Geisinger Healthcare System.

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