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DLIFE SALUTES DIABETES EDUCATOR KATHLEEN GOLD, WINNER OF AADE INNOVATIVE USE OF MEDIA AND TECHNOLOGY AWARD

WESTPORT, Conn., August 22, 2011 – [dLife](#) congratulates the winner of the American Association of Diabetes Educators Innovative Use of Media and Technology Award, Kathleen Gold, RN, MSN, CDE. The award, sponsored by dLife, supports the development of a concept for the innovative use of media and technology to advance diabetes self-management education and training.

As the recipient of the AADE Award for 2011, Kathleen Gold will receive a grant from dLife to further develop her project, [DiabetesLocal.org](#), a community coalition support project providing a resource guide for local, established services for those living with diabetes.

"Supporting innovators like Kathleen Gold whose inspiration comes from the heart and practical on-the-ground patient management experience is incredibly worthwhile to us," said Howard Steinberg, CEO and founder of dLife. "We are delighted to help make all the creativity, passion and dedication Kathleen has for her project come to fruition. Solutions like hers translate to meaningful self-management advances. Congratulations to Kathleen!"

As a committed sponsor of the Innovative Use of Media and Technology Award, dLife will continue to assist those who are advancing diabetes management through future grants. Applications for 2012's Innovative Use of Media and Technology Award will be accepted starting in November. For more information, or to apply, please visit www.DiabetesEducator.org. For more information on dLife, please visit www.dlife.com.

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 been clinically validated in a recently completed randomized trial performed by the Geisinger Healthcare System demonstrating that dLife's consumerized and pragmatic approach to population health, depth and breadth of original content, tools and social support drives higher levels of engagement, knowledge and health outcomes. Join dLife on [Facebook](#) or follow dLife on [Twitter](#).