



CHICAGOLAND, IL

SEPTEMBER 19 & 20, 2015

STEP OUT | WALK
TO STOP DIABETES®

 American Diabetes Association.

NOVO NORDISK PHOTO BOOTH

673
Participants



168
Photos taken

472
Prints Distributed

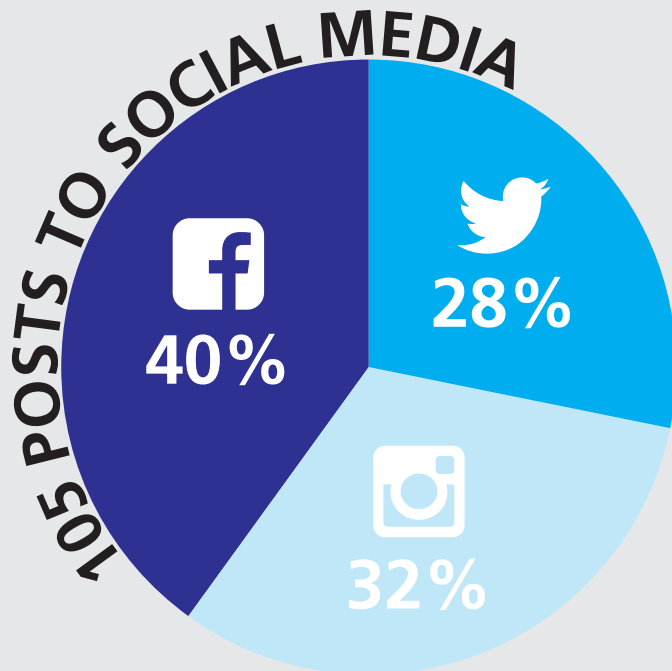


EVENT METRICS

3,100+
WALKERS

\$850,000
FUNDRAISING GOAL

\$790,000
FUNDS RAISED
as of September 20



2,576,853
TOTAL SOCIAL MEDIA AUDIENCE

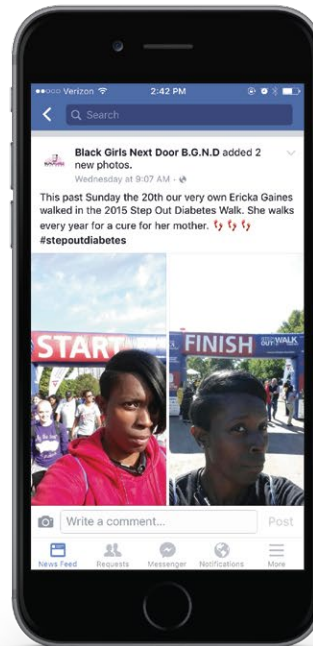
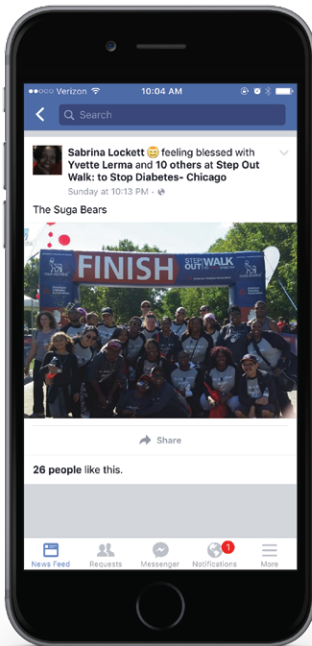
TOP 3 #HASHTAGS

#StepOutChicagoland
#StepOutWalk
#StopDiabetes



 **42 Posts**
 **1127 Likes**
 **85 Shares**

47% of posts feature Novo Nordisk branded elements

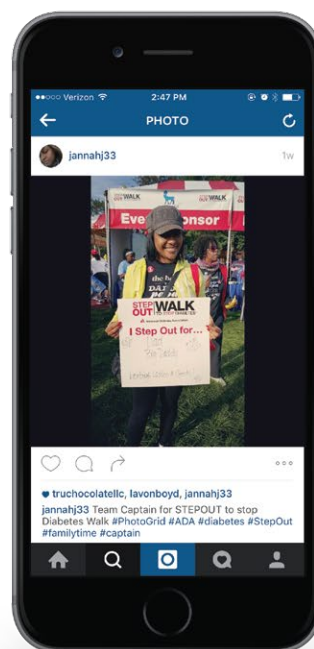
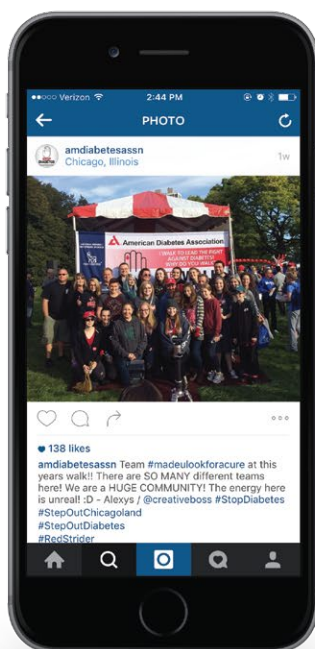
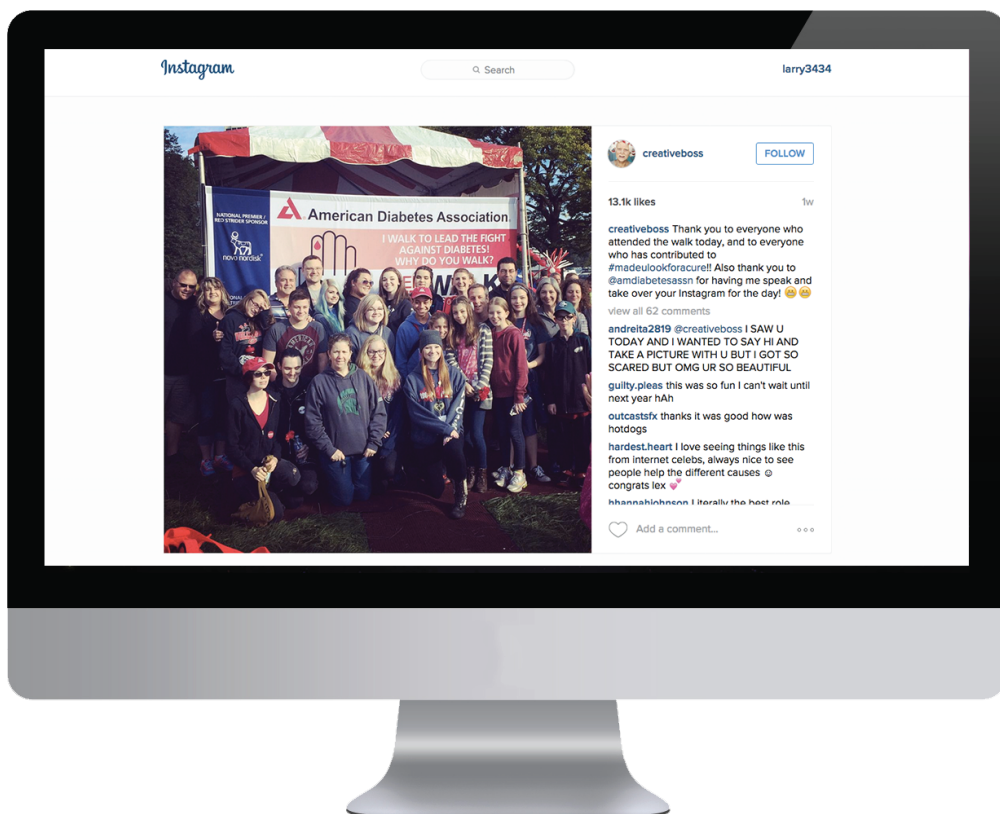




 32 Photos

 21,602 Likes

47% of posts
feature Novo Nordisk
branded elements





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27 Tweets

198 Favorites

86 Retweets

37% of posts
feature Novo Nordisk
branded elements

