

2016 STEP OUT WALK ACTIVATION REPORT

PRI • HOU • DET • BG • BAL • NYC • CHI • BOS • DC • PHI • PHX • LA • ATL



Princeton, NJ
June 26, 2016



STEP OUT 2016

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STEP OUT | WALK TO STOP DIABETES

American Diabetes Association

EVENT METRICS

MARKETS



WALKERS



RED STRIDERS



FUNDS RAISED
as of November 18



NOVO NORDISK
Branded Impressions

2016

2013-2016

13

44

18,518

76,775

2,639

10,078

\$4,306,607

\$15,464,493

19,627,005

29,814,682



WALKERS

1,745 average
walkers per market

Most walkers (2013-2016)
Chicagoland: 13,225

Most walkers 1 year
Philadelphia: 4,000 (2013)



RED STRIDERS

229 average
Red Striders per market

Most Red Striders (2013-2016)
Chicagoland: 1,744

Most Red Striders 1 year
Chicagoland: 522 (2016)



FUNDS RAISED
as of November 18

\$201 avg raised per walker
2013: \$164 2014: \$194
2015: \$228 2016: \$233

Most funds raised (2013-2016)
Chicagoland: \$2.7M

Most funds raised 1 year
Chicagoland: \$803K (2016)



NOVO NORDISK
Branded Impressions

667,606 average branded impressions per market

19,713,536 Social branded impressions

2013: 15,146
2015: 2,670,767

2014: 1,006,109
2016: 16,021,514

10,101,146 Event branded impressions

2013: 1,766,243
2015: 2,466,760

2014: 2,262,652
2016: 3,605,491



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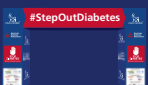
STEP OUT TO WALK TO STOP DIABETES

American Diabetes Association

Market	Total Walkers				Total Red Striders				Fundraising Actual			
Year	2013	2014	2015	2016	2013	2014	2015	2016	2013	2014	2015	2016
Princeton	1,200	1,129	429	662	85	40	94	92	\$149,000	\$146,148	\$437,844	\$440,000
Houston	3,100	3,048	1,681	3,000	300	411	434	300	\$606,000	\$475,000	\$282,793	\$361,000
Detroit	--	--	--	792	--	--	--	171	--	--	--	\$168,000
Baltimore	--	--	--	1,219	--	--	--	179	--	--	--	\$436,688
New York	--	2,173	1,500	212	--	250	210	99	--	\$496,000	\$190,000	\$185,248
Chicagoland	2,850	4,200	3,100	3,075	270	502	450	522	\$538,078	\$803,855	\$790,000	\$587,358
Boston	1,616	1,785	1,300	2,000	240	255	300	200	\$400,000	\$440,000	\$455,000	\$400,000
Washington, D.C.	1,700	1,662	1,088	2,000	200	300	270	201	\$418,561	\$500,000	\$424,219	\$574,000
Philadelphia	4,000	2,241	3,000	988	350	352	299	212	\$500,000	\$620,000	\$480,242	\$356,292
Phoenix	2,591	1,833	--	1,120	276	260	--	208	\$276,860	\$260,000	--	\$348,021
Los Angeles	1,900	1,900	2,400	2,000	--	303	238	229	\$260,442	\$220,000	\$240,000	\$250,000
Atlanta	1,400	1,623	--	1,450	200	300	--	226	\$237,844	\$300,000	--	\$200,000
Miami	998	810	--	--	125	125	--	--	\$130,000	\$80,000	--	--
Totals	21,355	22,404	14,498	18,518	2,046	3,098	2,295	2,639	\$3,516,785	\$4,341,003	\$3,300,098	\$4,306,607
Averages	2,136	1,867	1,611	1,424	205	258	287	219	\$351,679	\$361,750	\$366,678	\$331,277

2016 Leaders Trend		2016 Leaders Trend		2016 Leaders Trend	
1. Chicagoland	-1% ↓	1. Chicagoland	+16% ↑	1. Chicagoland	-26% ↓
2. Houston	+78% ↑	2. Houston	-31% ↓	2. Washington, D.C.	+35% ↑
3. Washington, D.C.	+84% ↑	3. Los Angeles	-4% ↓	3. Princeton	<1% ↑
3. Boston	+54% ↑	4. Atlanta	N/A	4. Baltimore	N/A
3. Los Angeles	-17% ↓	5. Philadelphia	-29% ↓	5. Boston	-12% ↓
6. Atlanta	N/A	6. Phoenix	N/A	6. Houston	+28% ↑
----- Average 1,424 -----		----- Average 208 -----		7. Philadelphia	-26% ↓
7. Baltimore	N/A	7. Washington, D.C.	-26% ↓	8. Phoenix	N/A
8. Phoenix	N/A	8. Boston	-33% ↓	----- Average \$331,277 -----	
9. Philadelphia	-67% ↓	9. Baltimore	N/A	9. Los Angeles	+4% ↑
10. Detroit	N/A	10. Detroit	N/A	10. Atlanta	N/A
11. Princeton	+54% ↑	11. New York	-53% ↓	11. New York	-3% ↓
12. New York	-86% ↓	12. Princeton	-2% ↓	12. Detroit	N/A

Market	 Total NN Branded Impressions				 Social Media NN Branded Impressions				 Event NN Branded Impressions			
Year	2013	2014	2015	2016	2013	2014	2015	2016	2013	2014	2015	2016
Princeton	284,809	306,271	549,667	13,544,270	1,343	24,111	218,746	13,112,884	283,466	282,160	330,921	431,386
Houston	201,066	266,434	317,290	740,293	3,264	1,343	10,224	52,810	197,802	265,091	307,066	687,483
Detroit	--	--	--	263,039	--	--	--	102,137	--	--	--	160,902
Baltimore	--	--	--	373,655	--	--	--	53,418	--	--	--	320,237
New York	--	167,471	562,886	576,135	--	1,831	181,890	542,010	--	165,640	380,996	34,125
Chicagoland	100,084	255,213	790,995	749,090	895	3,893	504,576	385,203	99,189	251,320	286,419	363,887
Boston	327,951	224,449	277,702	565,581	2,559	629	14,949	214,667	325,392	223,820	262,753	350,914
Washington, D.C.	61,456	148,710	716,517	655,212	321	782	624,861	264,127	61,135	147,928	91,656	391,085
Philadelphia	229,708	229,834	606,175	844,831	3,268	2,097	13,445	602,199	226,440	227,737	592,730	242,632
Phoenix	218,526	329,368	--	206,285	350	2,168	--	41,283	218,176	327,200	--	165,002
Los Angeles	115,200	1,099,259	1,316,295	411,764	726	968,149	1,102,076	190,906	114,474	131,110	214,219	220,858
Atlanta	190,842	163,932	--	696,850	130	388	--	459,870	190,712	163,544	--	236,980
Miami	51,747	77,820	--	--	2,290	718	--	--	49,457	77,102	--	--
Totals	1,781,389	3,268,761	5,137,527	19,627,005	15,146	1,006,109	2,670,767	16,021,514	1,766,243	2,262,652	2,466,760	3,605,491
Averages	178,139	272,397	570,836	1,509,770	1,515	83,842	296,752	1,232,424	176,624	188,554	274,084	277,345

 2016 Leaders Trend		 2016 Leaders Trend		 2016 Leaders Trend	
1. Princeton	+2364% ↑	1. Princeton	+5895% ↑	1. Houston	+124% ↑
----- Average 1,509,765 -----		----- Average 1,232,419 -----		2. Princeton	+30% ↑
2. Philadelphia	+39% ↑	2. Philadelphia	+4379% ↑	3. Washington, D.C.	+327% ↑
3. Chicagoland	-5% ↓	3. New York	+198% ↑	4. Chicagoland	+27% ↑
4. Houston	+133% ↑	4. Atlanta	N/A	5. Boston	+34% ↑
5. Atlanta	N/A	5. Chicagoland	-24% ↓	6. Baltimore	N/A
6. Washington, D.C.	-9% ↓	6. Washington, D.C.	-58% ↓	----- Average 277,345 -----	
7. New York	+2% ↑	7. Boston	+1336% ↑	7. Philadelphia	-59% ↓
8. Boston	+104% ↑	8. Los Angeles	-83% ↓	8. Atlanta	N/A
9. Los Angeles	-69% ↓	9. Detroit	N/A	9. Los Angeles	+3% ↑
10. Baltimore	N/A	10. Baltimore	N/A	10. Phoenix	N/A
11. Detroit	N/A	11. Houston	+417% ↑	11. Detroit	N/A
12. Phoenix	N/A	12. Phoenix	N/A	12. New York	-91% ↓



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American Diabetes Association.

Market	Total Walkers	Total Red Striders	Fundraising Goal	Fundraising Actual	NN Brand Impressions	Social Media Impressions	Event Impressions
Princeton	662	92	\$500,000	\$440,000	13,544,270	13,112,884	431,386
Houston	3,000	300	\$600,000	\$361,000	740,293	52,810	687,483
Detroit	792	171	\$400,000	\$168,000	263,039	102,137	160,902
Baltimore	1,219	179	\$470,000	\$436,688	373,655	53,418	320,237
New York	212	99	\$400,000	\$185,248	576,135	542,010	34,125
Chicagoland	3,075	522	\$860,000	\$587,358	749,090	385,203	363,887
Boston	2,000	200	\$500,000	\$400,000	565,581	214,667	350,914
Washington, D.C.	2,000	201	\$750,000	\$574,000	655,212	264,127	391,085
Philadelphia	988	212	\$463,593	\$356,292	844,831	602,199	242,632
Phoenix	1,120	208	\$350,000	\$348,021	206,285	41,283	165,002
Los Angeles	2,000	229	\$500,000	\$250,000	411,764	190,906	220,858
Atlanta	1,450	226	\$300,000	\$200,000	696,850	459,870	236,980
Totals	18,518	2,639	\$6,093,593	\$4,306,607	19,627,005	16,021,514	3,605,491
Average	1,543	220	\$507,799	\$358,884	1,635,584	1,335,126	300,458

1,543
average walkers

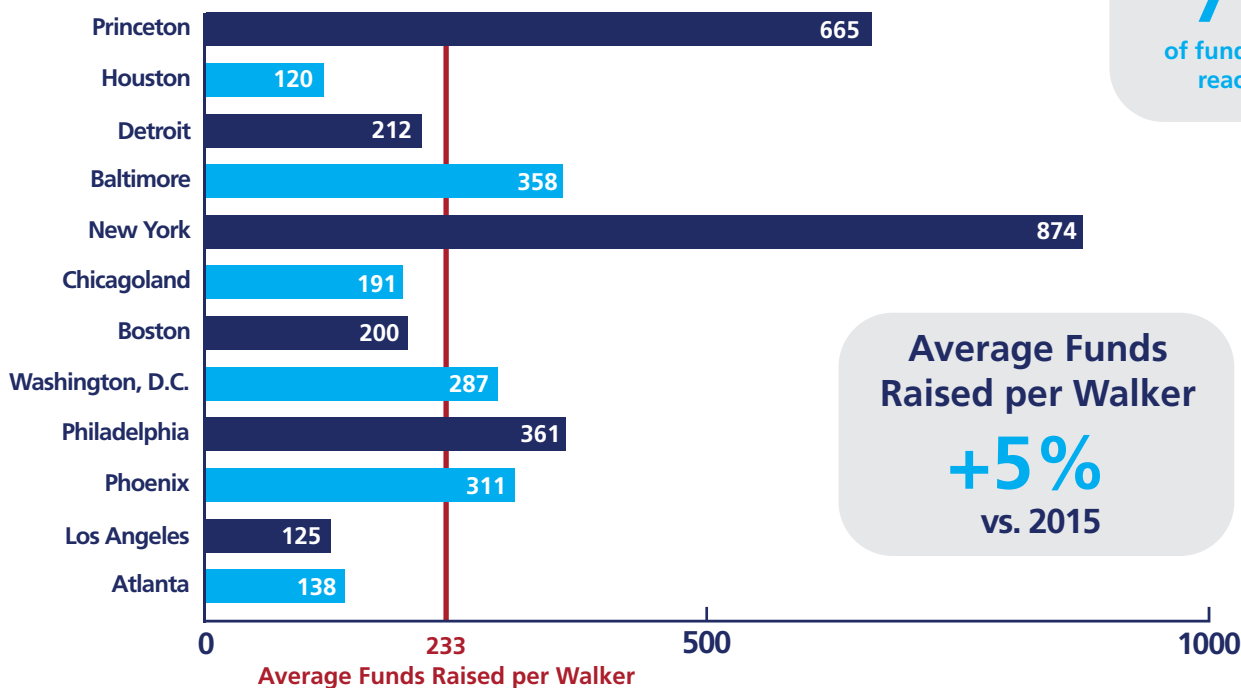
220
average
Red Striders

+282%
increase in total
NN impressions
vs. 2015

+500%
increase in social
media NN impressions
vs. 2015

*Average based on 12 markets

FUNDS RAISED PER WALKER



71%
of fundraising goal
reached YTD

**Average Funds
Raised per Walker
+5%
vs. 2015**



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Market	Media Market	Location			Date			Attendance			Red Striders			Fundraising Actual		
		2015	2016	2015 vs 2016 (Miles)	2015	2016	2015 vs 2016 (Days)	2015	2016	2015 vs 2016	2015	2016	2015 vs 2016	2015	2016	2015 vs 2016
Princeton	4	Novo Nordisk Headquarters	Novo Nordisk Headquarters	--	6/14/15	6/26/16	12	429	662	54%	94	92	-2%	\$437,844	\$440,000	0.5%
Houston	10	Minute Maid Park	NRG Stadium	8	11/21/15	9/10/16	72	1,681	3,000	78%	434	300	-31%	\$282,793	\$361,000	28%
Detroit	11	Detroit Zoo	Comerica Park	13	9/12/15	9/17/16	5	NA	792	--	NA	171	--	NA	\$168,000	--
Buffalo Grove	3	Didier Farms	Didier Farms	--	9/19/15	9/24/16	5	NA	NA	--	NA	NA	--	NA	NA	--
Baltimore	26	Canton Waterfront Park	Canton Waterfront Park	--	10/4/15	10/2/16	2	NA	1,219	--	NA	179	--	NA	\$436,688	--
New York	1	Pier 84	Bronx Zoo	12	10/11/15	10/9/16	2	1,500	212	-86%	210	99	-53%	\$190,000	\$185,248	-3%
Chicago	3	Diversey Harbor	Montrose Park	4	9/20/15	10/15/16	25	3,100	3,075	-1%	450	522	-41%	\$790,000	\$587,358	-26%
Boston	7	Boston Common	Boston Common	--	10/17/15	10/15/16	2	1,300	2,000	54%	300	200	-33%	\$455,000	\$400,000	-12%
Washington, D.C.	9	National Harbor	Fedex Field	15	10/17/15	10/22/16	5	1,088	2,000	84%	270	201	-26%	\$424,219	\$574,000	35%
Philadelphia	4	Philadelphia Art Museum	Philadelphia Art Museum	--	11/7/15	11/5/16	2	3,000	988	-67%	299	212	-29%	\$480,242	\$356,292	-26%
Phoenix	12	Stop Diabetes Red Zone	Stop Diabetes Red Zone	--	11/7/15	11/5/16	2	NA	1,120	--	NA	208	--	NA	\$348,021	--
Los Angeles	2	Griffith Park	Six Flags Magic Mountain	31	11/14/15	11/5/16	9	2,400	2,000	-17%	238	229	-4%	\$240,000	\$250,000	4%
Atlanta	8	Turner Field	Turner Field	--	11/14/15	11/12/16	2	NA	1,450	--	NA	226	--	NA	\$200,000	--
Averages	--	--	--	14	--	--	11	1,611	1,424	-29%	287	219	-29%	\$366,678	\$331,277	-10%

MARKET CHANGES 2015-2016

6

markets changed venues from 2015 to 2016

4

markets changed event date by more than 7 days from 2015 event date

1,145

average number of walkers for new markets in 2016

14

average distance in miles from 2015 venues to new 2016 venues

11

average number of days 2016 event date differed from 2015 event date

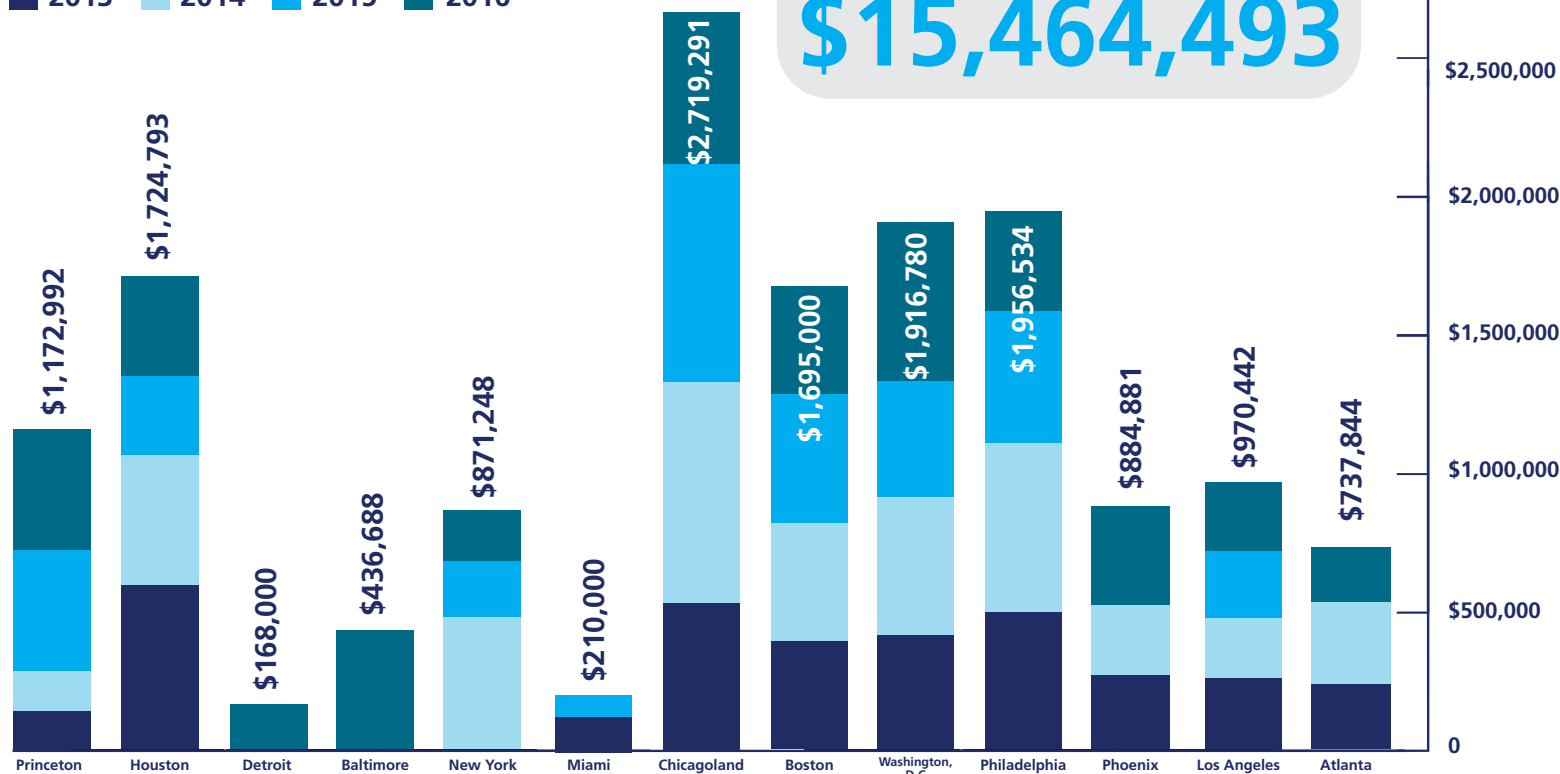
196

average number of Red Striders for new markets in 2016

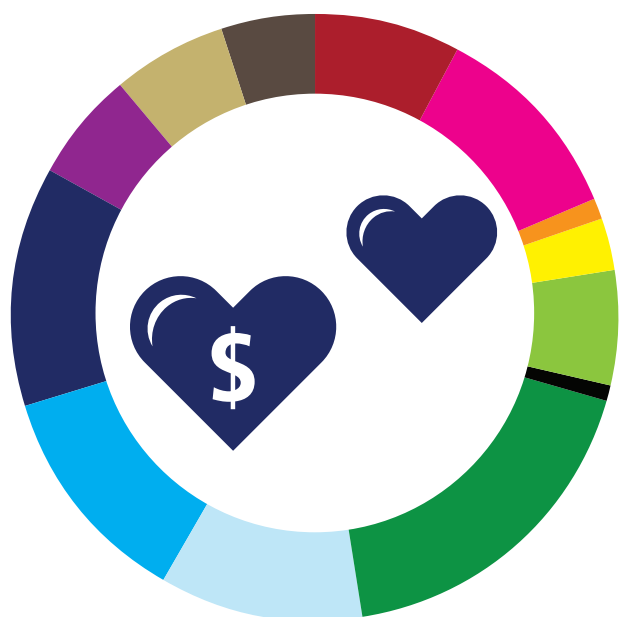
NOVO NORDISK

TOTAL FUNDRAISING 2013-2016

■ 2013 ■ 2014 ■ 2015 ■ 2016



FUNDRAISING BY MARKET



- 8% Princeton
- 11% Houston
- 1% Detroit
- 3% Baltimore
- 6% New York
- 1% Miami
- 17% Chicagoland
- 11% Boston
- 12% Washington, D.C.
- 13% Philadelphia
- 6% Phoenix
- 6% Los Angeles
- 5% Atlanta

\$351,466

Average Funds Raised by Market (2013-2016)

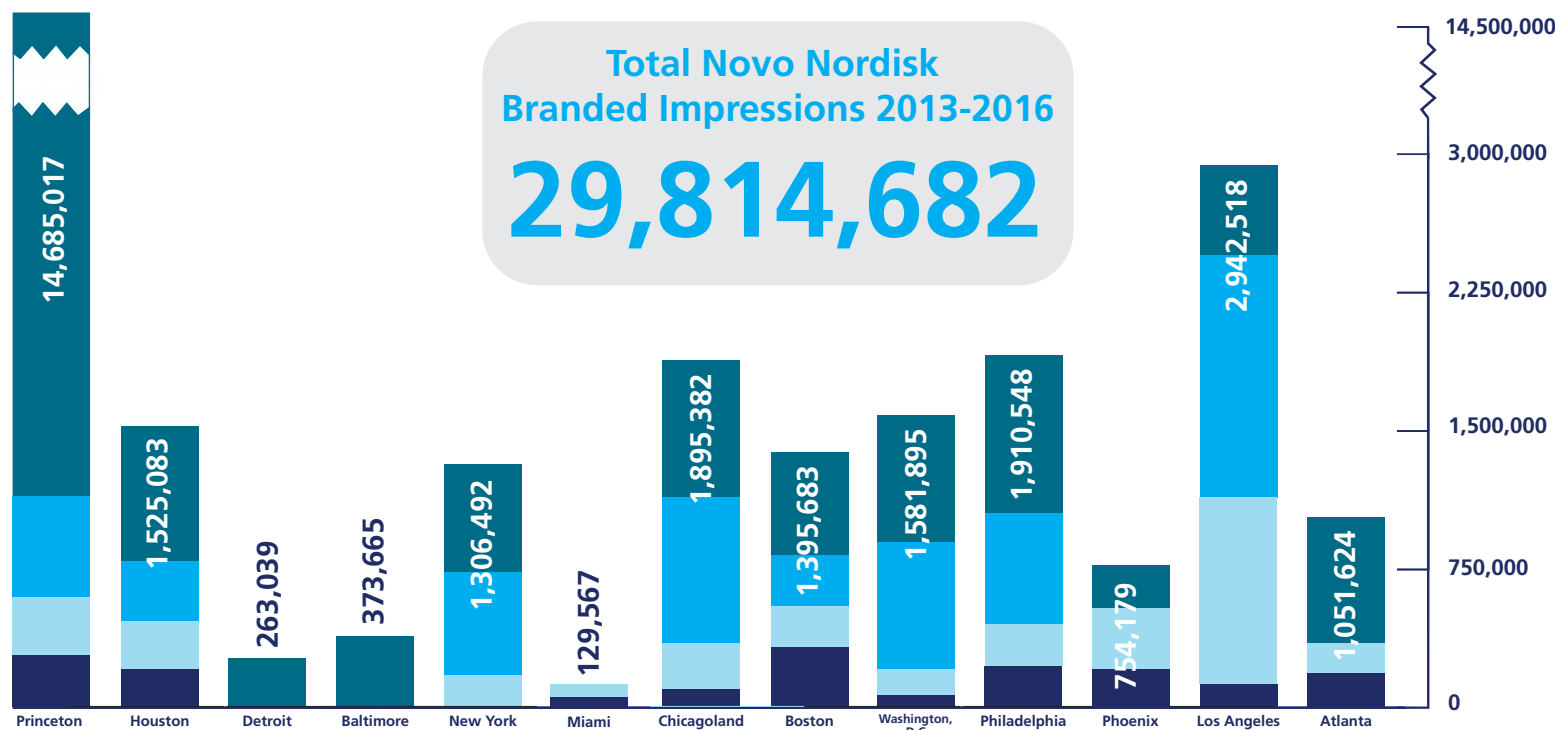
Funds Raised by Year



NOVO NORDISK

TOTAL BRANDED IMPRESSIONS 2013-2016

■ 2013 ■ 2014 ■ 2015 ■ 2016



IMPRESSIONS BY MARKET



- 49% Princeton
- 5% Houston
- <1% Detroit
- 1% Baltimore
- 4% New York
- <1% Miami
- 6% Chicagoland
- 5% Boston
- 5% Washington, D.C.
- 6% Philadelphia
- 3% Phoenix
- 10% Los Angeles
- 4% Atlanta

1.9X

More Novo Nordisk Branded Impressions in 2016 vs. 2013-2015 Total

Impression Growth by Year

2013 1,781,389

2014 3,268,751

2015 5,137,527

2016 19,627,005



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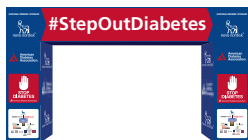
Start Arch Front



Finish Arch Front



Double Start & Finish Arch Front



Start Arch Back



Finish Arch Back



Double Start & Finish Arch Back



#StepOutDiabetes



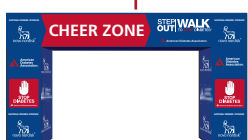
Stop Diabetes



Co-Branded

ACTIVATION BY MARKET

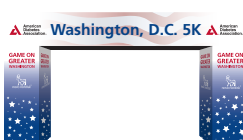
Market	Arch						Repeater Banner		
	Single Start Arch	Single Finish Arch	Double Start & Finish	Cheer Zone	Tour de Cure	Local Sponsor Banners	#StepOut Diabetes	Co-Branded	Stop Diabetes
Princeton	✓	✓	--	✓	✓	✓	✓	✓✓	--
Houston	--	--	✓	--	--	✓	✓✓	✓✓	✓✓
Detroit	✓	✓	--	--	--	✓	✓✓	✓✓	--
Buffalo Grove	✓	✓	--	--	--	✓	✓	✓	✓
Baltimore	✓	✓	--	--	--	✓	✓	✓	✓
New York	✓	--	--	--	--	✓	✓	✓	--
Chicago	✓	✓	--	✓	--	✓	✓	✓	--
Boston	✓	✓	--	--	--	✓	✓	✓	--
Washington, D.C.	✓*	✓*	--	--	✓	✓	✓	✓	✓
Philadelphia	--	--	✓	✓	--	✓	✓	✓	--
Phoenix	✓	✓	--	--	--	✓	✓	✓	--
Los Angeles	✓	✓	--	--	--	✓	✓	--	--
Atlanta	✓	--	--	--	--	✓	✓	✓	--



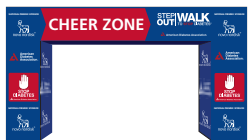
Cheer Zone Front



Tour de Cure Arch Front



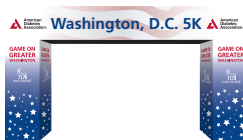
Game on Arch Front



Cheer Zone Back



Tour de Cure Arch Back



Game on Arch Back



Local Sponsor Banners

*Game on Greater Washington 5K Start/Finish arch & separate Step Out Walk Start/Finish Arch



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YOU ARE WHY WE WALK

NATIONAL PREMIER SPONSOR

PROUD SUPPORTERS

Step Out

Local Sponsor

ACTIVATION BY MARKET

Market	Mesh					
	Co-Branded Step Out	Local Sponsor	#StepOut Diabetes	ADA	Novo Nordisk	Teardrops
Princeton	✓	✓	--	✓	✓	✓
Houston	✓	✓	✓	--	--	✓
Detroit	✓	✓	✓	--	--	✓
Buffalo Grove	✓	✓	✓	--	--	✓
Baltimore	✓	✓	--	--	--	✓
New York	✓	✓	--	✓	--	✓
Chicago	✓	✓	✓	--	--	○
Boston	✓	✓	--	✓	--	✓
Washington, D.C.	✓	✓	✓	--	--	○
Philadelphia	✓	✓	✓	✓	✓	✓
Phoenix	✓	✓	✓	--	--	✓
Los Angeles	✓	✓	✓	--	--	✓
Atlanta	✓	✓	✓	--	--	✓

○ - Weather prevented safe usage



#StepOutDiabetes



#StepOutDiabetes



ADA



Novo Nordisk



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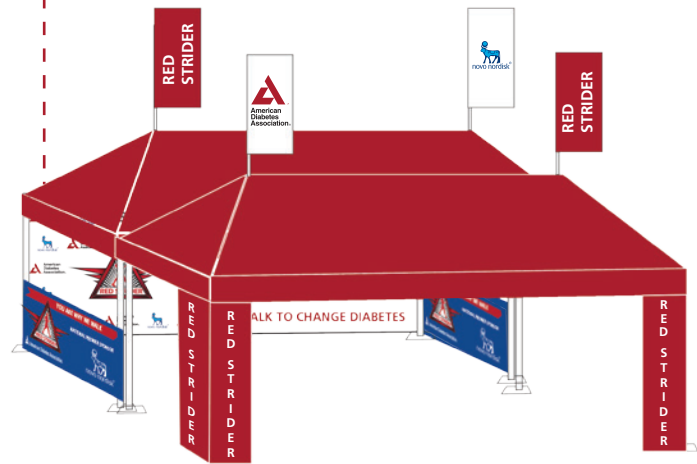
American Diabetes Association

ACTIVATION BY MARKET

Market	Photo Booth	Selfie Station	Selfie Boards	Red Strider Clubhouse	Tablecloths
Princeton	✓	✓	✓	✓	✓
Houston	✓	✓	✓	--	✓
Detroit	✓	✓	✓	--	✓
Buffalo Grove	--	✓	✓	--	✓
Baltimore	✓	✓	✓	--	✓
New York	✓	✓	✓	--	✓
Chicago	✓	✓	✓	--	✓
Boston	✓	✓	✓	--	✓
Washington, D.C.	✓	✓	✓	--	✓
Philadelphia	✓	✓	✓	✓	✓
Phoenix	✓	✓	✓	--	✓
Los Angeles	✓	✓	✓	--	✓
Atlanta	✓	✓	✓	--	✓



Photo Booth & Selfie Station



Red Strider Clubhouse

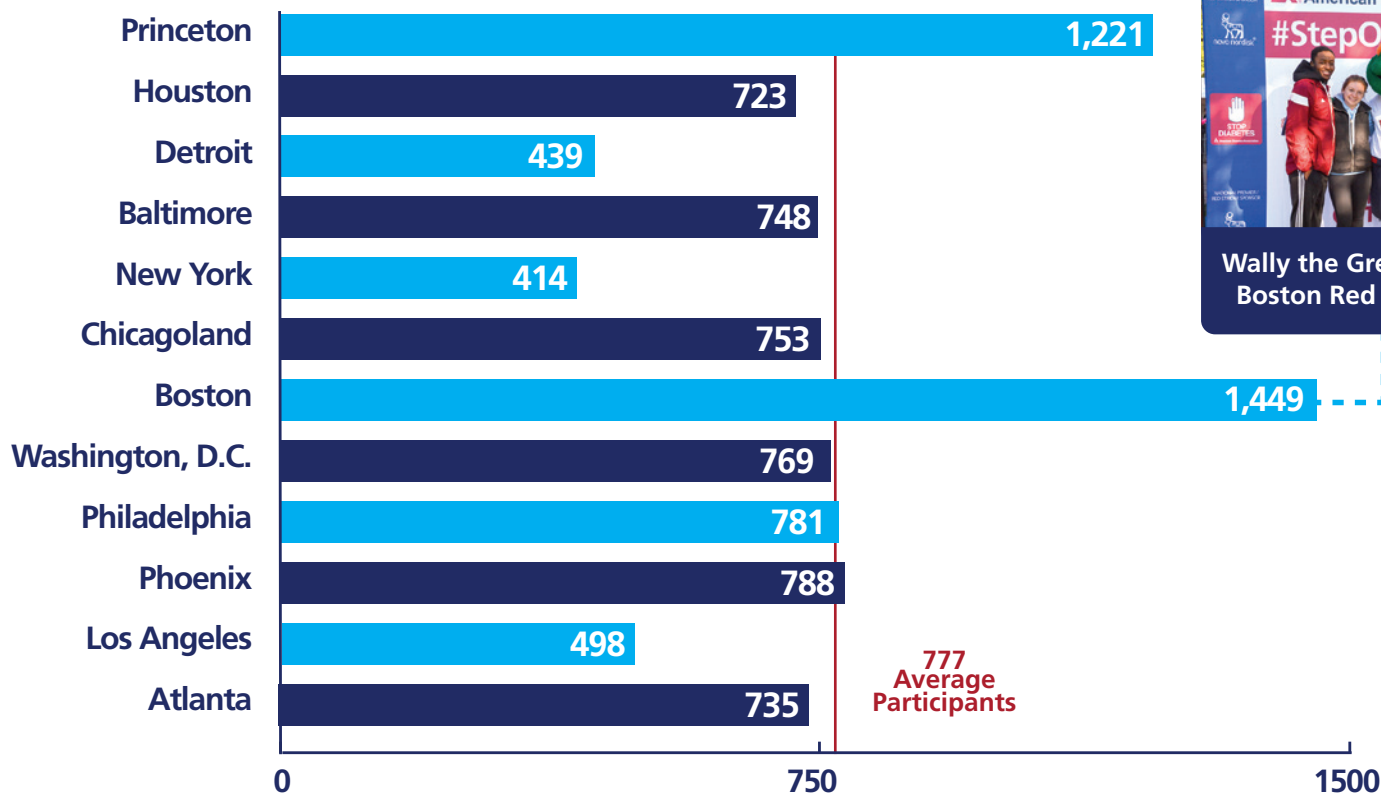


Selfie Board



Tablecloth

PHOTO BOOTH PARTICIPANTS BY MARKET



NOVO NORDISK CROSS PROMOTIONS

Princeton



Stephen England
Team Novo Nordisk

Philadelphia



Charlie Kimball
IndyCar Driver

Baltimore



Jay Hewitt
Novo Nordisk Ambassador



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NOVO NORDISK PHOTO BOOTH



8,711
Participants



4,760
Participants with
Selfie Board



2,144
Photos Taken

NOVO NORDISK SELFIE STATION



NUMBERS BY MARKET

726
average
participants

397
average selfie
board uses

179
average
photos taken

100%
prints featuring
#StepOutDiabetes



Princeton



Houston



Detroit



Buffalo Grove




Baltimore



New York

#StepOutDiabetes

2016 HASHTAG CAMPAIGN

- ADA & Novo Nordisk agreed to standardize the national hashtag campaign for all markets
- 50% of all public social media posts (2,302 posts) featured #StepOutDiabetes
- 50% of all public social media likes (20,654 on ,  and ) featured #StepOutDiabetes
- 3,735 posts on Instagram featured #StepOutDiabetes as of November 18
- Platform distribution of posts featuring #StepOutDiabetes



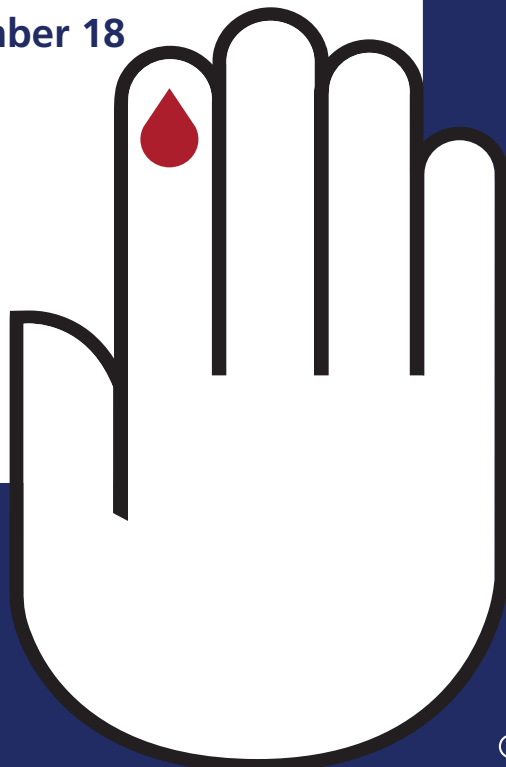
52%



32%



16%



NATIONAL PREMIER SPONSOR



STEP OUT | **WALK** TO STOP DIABETES®

 American Diabetes Association.



Chicago



Boston



Washington, D.C.



Philadelphia



Phoenix



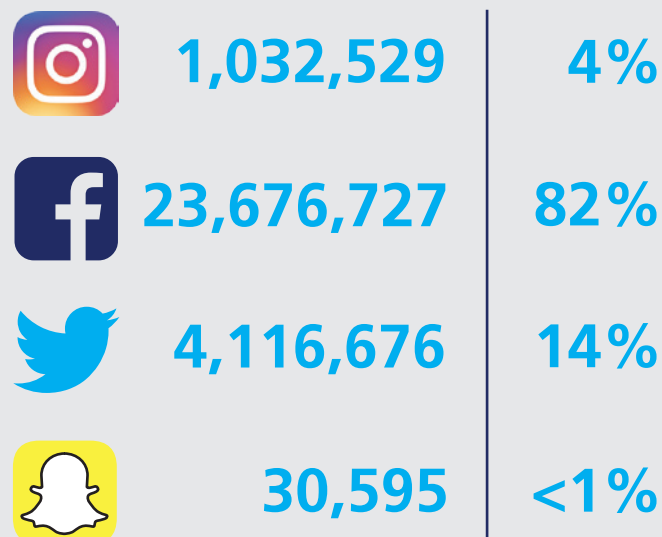
Los Angeles



Atlanta

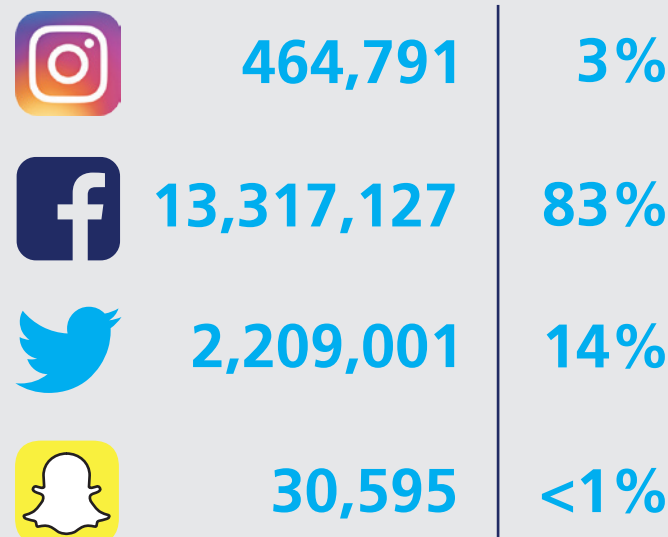
SOCIAL MEDIA OVERVIEW

AUDIENCE



TOTAL: 28,856,527

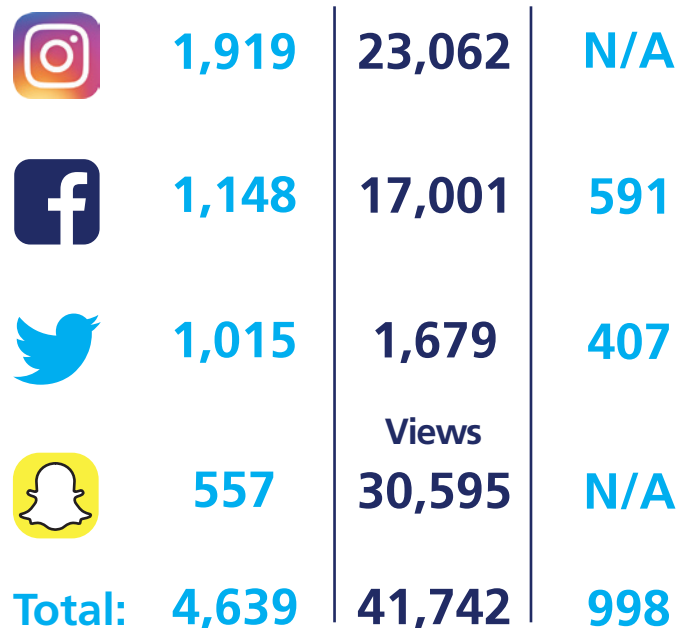
IMPRESSIONS



TOTAL: 16,021,527

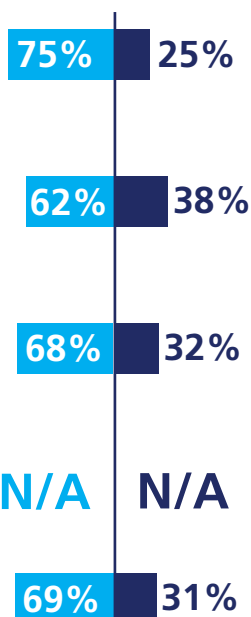
Highlights

 Posts  Likes  Shares



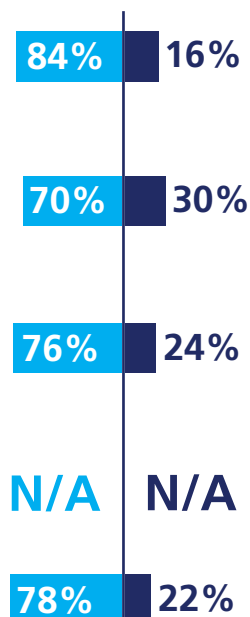
Gender

 Female  Male



Account Type

 Individual  Corporate





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2016

464,791

Novo Nordisk Branded Impressions



1,919 Photos



23,062 Likes

2015

446,243

Growth

+4%

424

+352%

37,888

-39%



3% Princeton
2% Houston
<1% Detroit
1% Baltimore
32% New York
9% Chicagoland
3% Boston
8% Washington, D.C.
7% Philadelphia
2% Phoenix
13% Los Angeles
19% Atlanta



Featured Radio Personality DJ Enuff
57% of Impressions

62% of posts feature Novo Nordisk branded materials

Posts featuring #StepOutDiabetes

90% of posts (1,720) feature #StepOutDiabetes

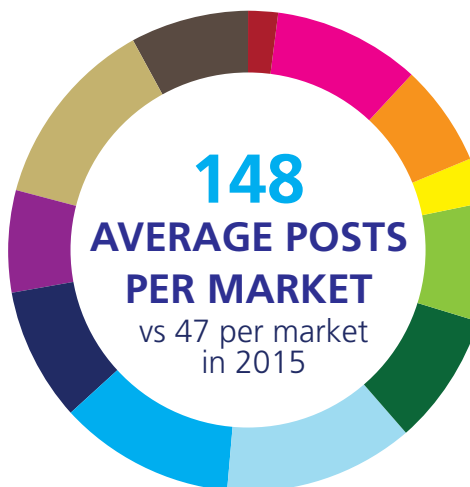
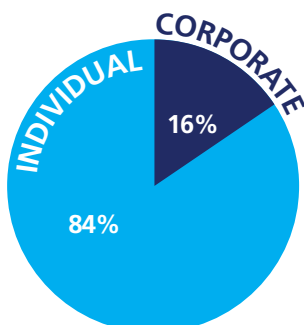
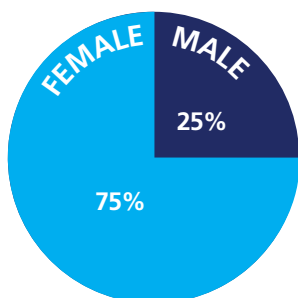
77% of public posts feature #StepOutDiabetes

80% of #StepOutDiabetes posts feature Novo Nordisk branded materials

97%
of the total likes on generated by 822 public posts

214%
growth in average posts per market

530
average impressions per post



2% Princeton
10% Houston
7% Detroit
2% Baltimore
8% New York
9% Chicagoland
13% Boston
12% Washington, D.C.
9% Philadelphia
7% Phoenix
13% Los Angeles
8% Atlanta

Platform Highlights

- Largest number of posts with Novo Nordisk branded materials
- Most engaged audience (likes & posts)
- Best for engaging female audience
- Growth in posts and brand impressions



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2016

13,313,573

Novo Nordisk Branded Impressions



1,148 Posts



17,001 Likes



591 Shares

2015

1,610,915

Growth

+726%

351

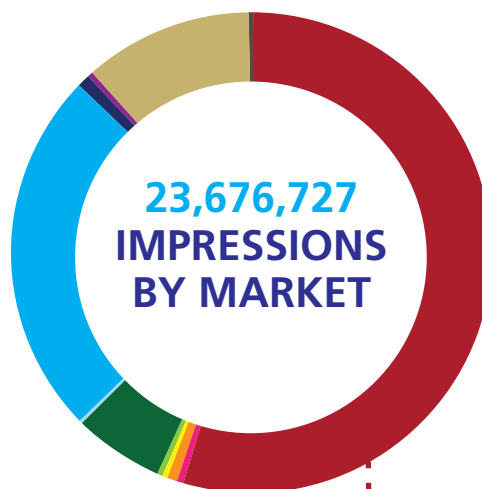
+227%

5,585

+204%

186

+217%



55% Princeton
<1% Houston
1% Detroit
<1% Baltimore
<1% New York
6% Chicagoland
<1% Boston
24% Washington, D.C.
1% Philadelphia
<1% Phoenix
12% Los Angeles
<1% Atlanta



Cross Promotion with Team Novo Nordisk



28% of posts feature Novo Nordisk branded materials

Posts featuring #StepOutDiabetes

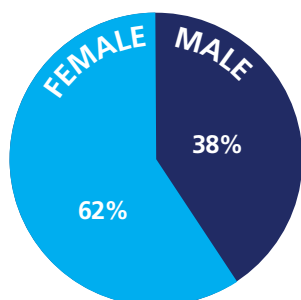
19% of posts feature #StepOutDiabetes

16% of likes from posts with #StepOutDiabetes

74% of #StepOutDiabetes posts feature Novo Nordisk branded materials

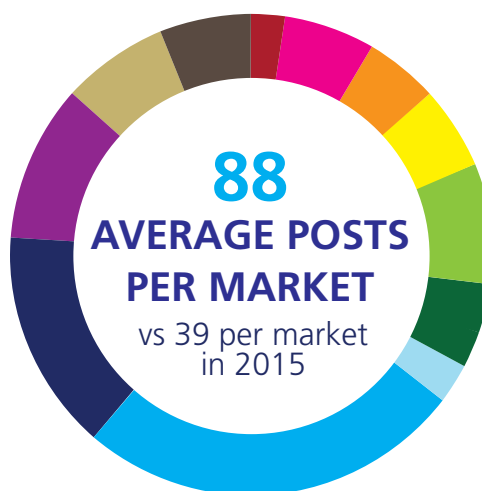
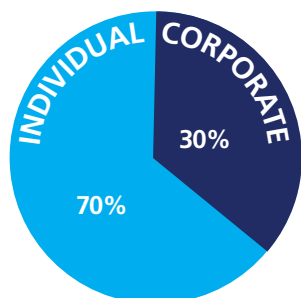
125%

growth in average posts per market



20,624

average impressions per post



2% Princeton
6% Houston
5% Detroit
6% Baltimore
8% New York
5% Chicagoland
3% Boston
26% Washington, D.C.
15% Philadelphia
11% Phoenix
7% Los Angeles
6% Atlanta





12%

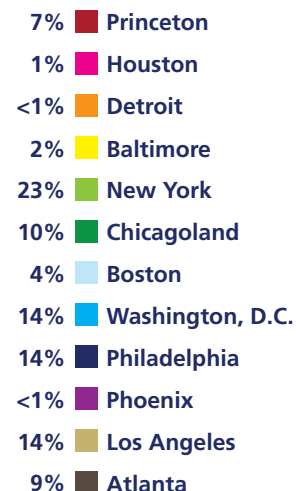
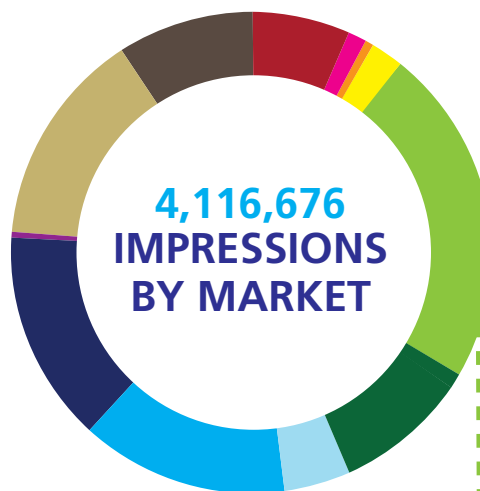
increase in individual posts vs corporate posts

Platform Highlights

- Largest audience
- Highest concentration of corporate accounts
- Best for engaging male audience
- Growth in posts, likes, shares and brand impressions



2016	2015	Growth
 2,209,001 Novo Nordisk Branded Impressions	558,609	+295%
 1,015 Tweets	645	+57%
 1,679 Favorites	1,087	+54%
 407 Retweets	396	+3%



Featured celebrity
Chef Ronaldo & DJ Enuff
92% of impressions

37% of posts feature Novo Nordisk branded materials

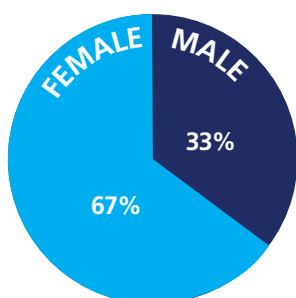
Posts featuring #StepOutDiabetes

38% of posts feature #StepOutDiabetes

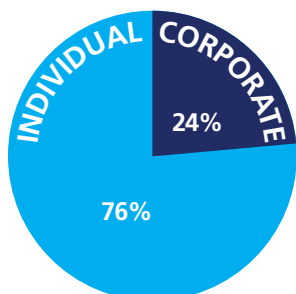
56% of likes were on posts with #StepOutDiabetes

26% of #StepOutDiabetes posts feature Novo Nordisk branded materials

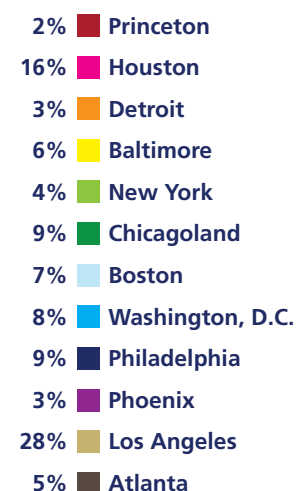
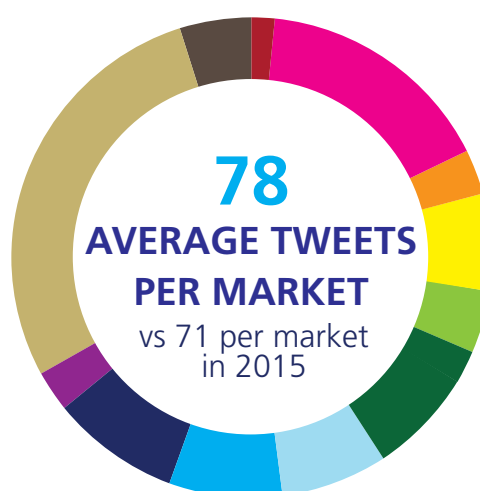
24%
increase in female posts vs 2015



40%
of tweets were retweeted



4,055
average impressions per tweet



Platform Highlights

- Highest number of unique users
- Highest number of public posts
- Most shares per post
- Growth in tweets, favorites, retweets and brand impressions



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557 Uses

30,595 Views

Average of 55 Views Per Use

Average of 3,399 views per market

12%
of all social media posts

100%
of posts featured Novo Nordisk branding

69%
of markets had a Snapchat filter

Markets

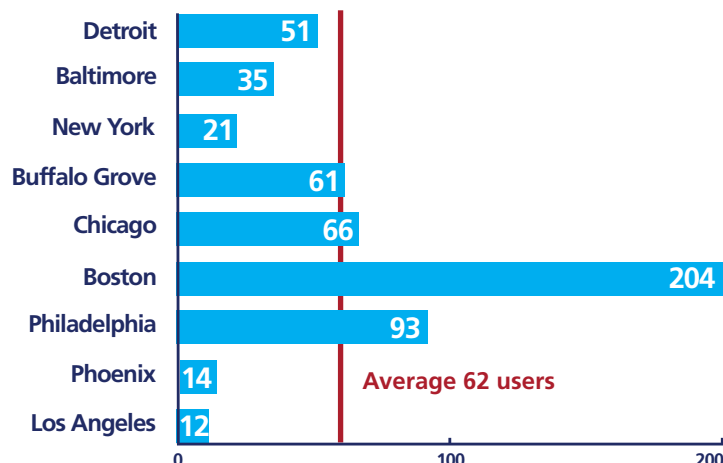
Activated

- Detroit
- Baltimore
- New York
- Buffalo Grove
- Chicago
- Boston
- Philadelphia
- Phoenix
- Los Angeles

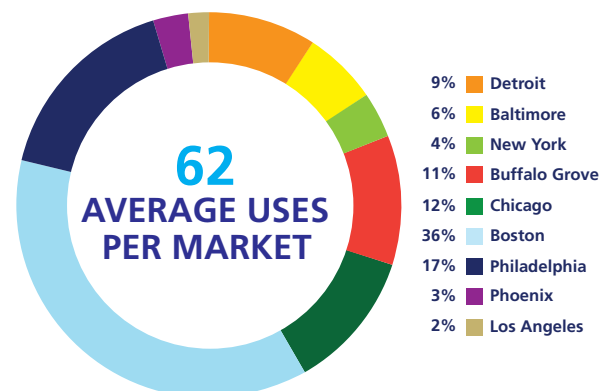
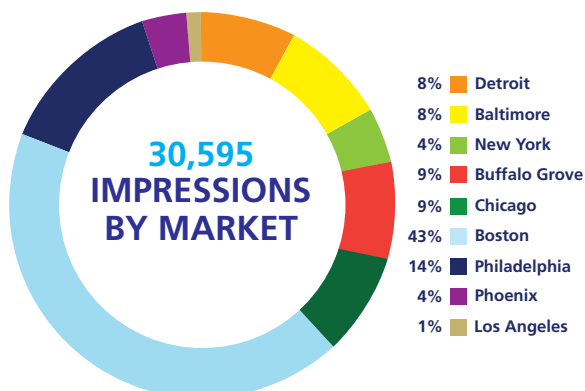
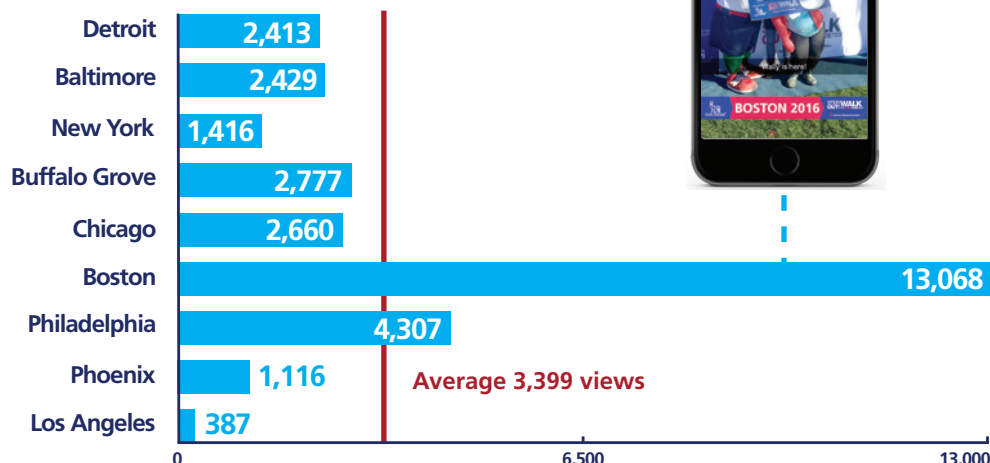
Non-activated

- Princeton
- Houston
- Washington, D.C.
- Atlanta

Users

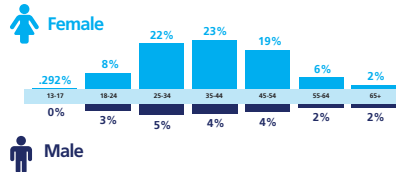
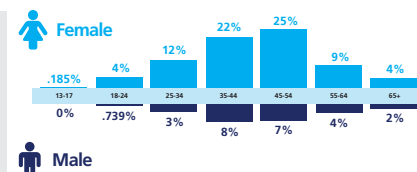
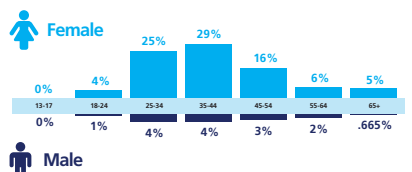
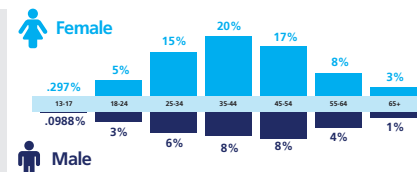
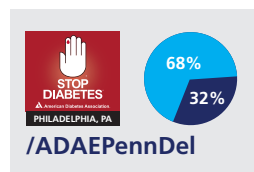
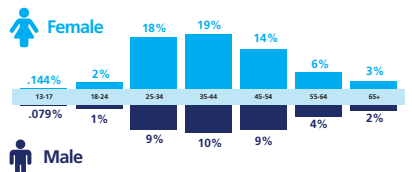
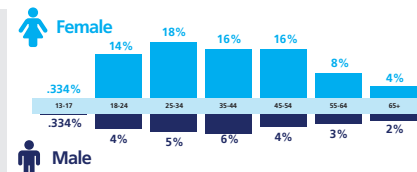
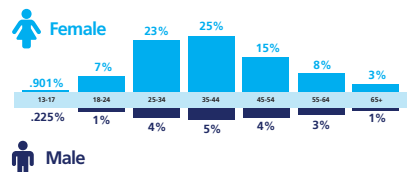
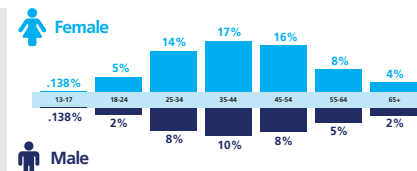
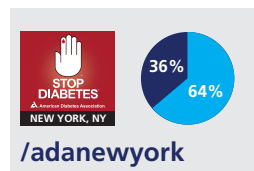
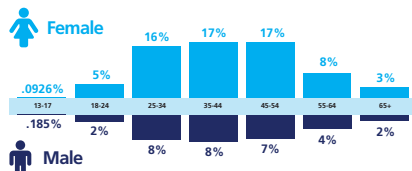
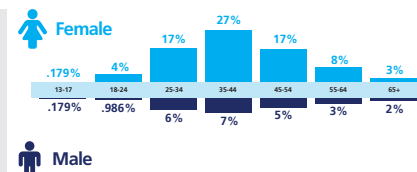
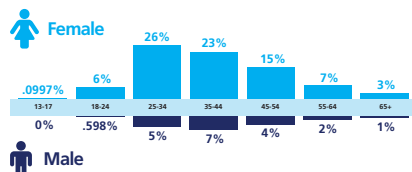
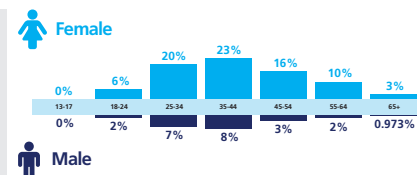
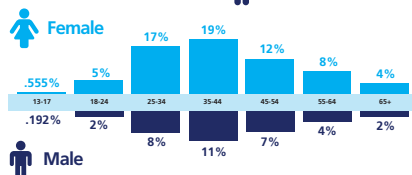
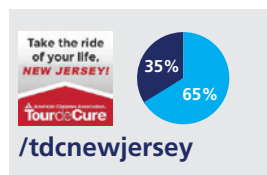
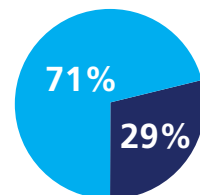
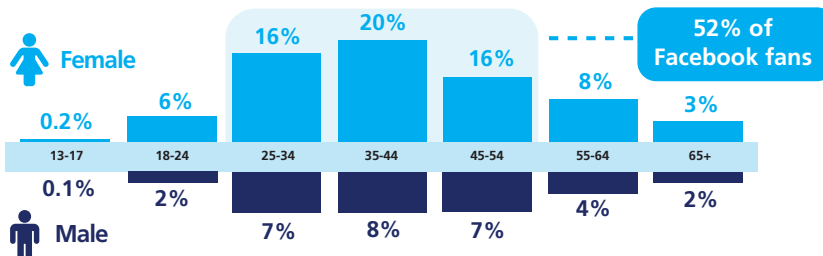


Views



OVERALL ADA FACEBOOK DEMOGRAPHICS

21,097
Total Facebook Fans





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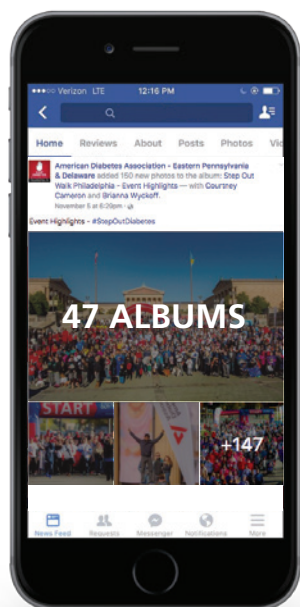
STEP OUT | WALK TO STOP DIABETES

American Diabetes Association

ACTIVATION: 14 ADA STEP OUT WALK FACEBOOK PAGES



110 TOTAL POSTS BY TRACS



47 ALBUMS

+147



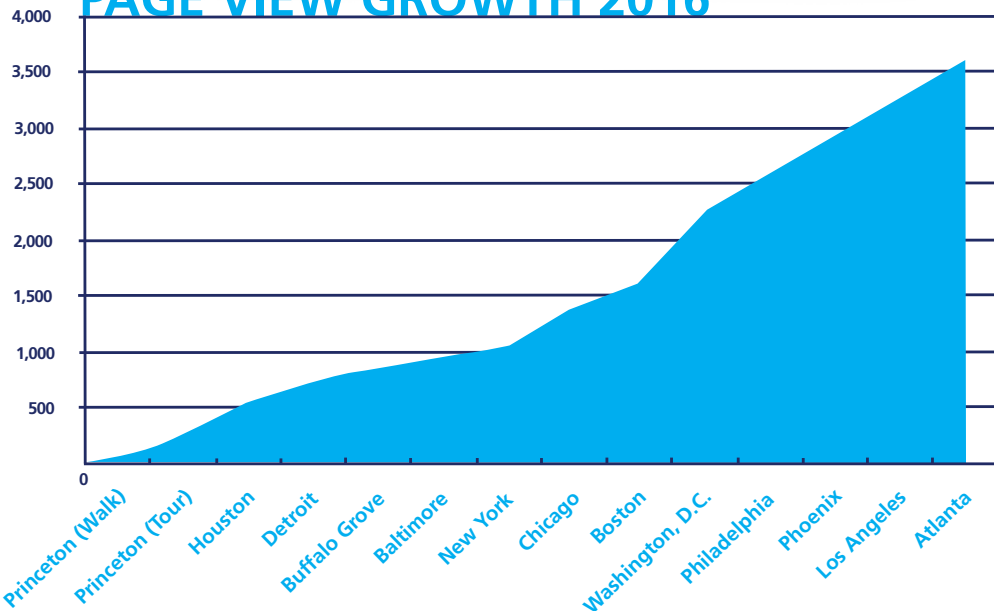
6,940 PHOTOS



50,302
POST CLICKS

+34

PAGE VIEW GROWTH 2016



TOTAL PAGE VIEWS

3,645



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"From the get go of our preparation the TRACS team went above and beyond to help us get everything on point. They came the day before the event set up and were very professional. Nick and his team worked diligently to make sure that our partnering for this event went off without a hitch. The day of the Step Out/Expo, Nick and his team were there bright and early to make sure all participants, vendors, volunteers, and ADA staff got the full feeling of what they as TRACS were providing. They were there to answer questions and make sure everyone got the photo they wanted. Thank you so much Nick, your crew, and TRACS for helping us make this event more successful and fun this year. We look forward to working with you all again in years to come."

-Heather E. Hamilton, ADA Houston Associate Director, Fundraising & Special Events

"It was a real pleasure to work with you and the TRACS team last Saturday at Step Out Walk to Stop Diabetes – Philadelphia. My staff reports that TRACS was well prepared, anticipated challenges and provided solutions to challenges. The activation site around Novo Nordisk was very well done. You and your staff really collaborated with my staff very effectively. It certainly was apparent that everyone was motivated to ensure a very positive day-of-event experience. Thanks, again, for another great year!"

- Kevin J. Kelly, Ed.D.
ADA Philadelphia Area Executive Director



"I just wanted to take a moment to tell you what a pleasure it was to work with your team. We ran into a few hiccups along the way during set up but they took each challenge in stride, from not having light during set up - having to take the arch down to allow the stage through. I thank them and you for helping to make my event a success. As usual, my participants loved the photos and despite the rain we all had a good time."

-Kerri Mackey-Nijhawan, ADA New York Development Manager



"It was an absolute pleasure to work with the TRACS team for our Phoenix Step Out Walk to Stop Diabetes. The entire team was great to work with and they made the day of event implementation seamless. Our walkers in the Phoenix market really enjoyed having TRACS and Novo Nordisk at the event!"

-Rina Lebovitz
ADA Phoenix Step Out Director

"Working with TRACS was seamless and added a great deal of value to our event! Participants loved being able to take their photo at the photo booth and all of the branded elements made the event look and feel very well-rounded. We could not have had as successful of an event without TRACS' activation and we would definitely love to be a part of it again!"

-Amanda Sparkman
ADA Atlanta Project Manager



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"The feedback we received from our participants about Novo Nordisk's incredible involvement on the day of Step Out was very positive. I heard many comments about how this really felt and looked like an exceptional event more than any year before. Every time I looked over to the photo booth teams were posing and laughing and smiling. That is priceless and not only helps us grow our event and constituent base in Baltimore, but reflects positively on Novo Nordisk amongst our walkers that are passionate about diabetes. Add in the professional look and feel of the arch and the fencing and the overall impact of Novo Nordisk's support cannot be overstated: they were THE sponsor of Step Out that stood above all the rest in the hearts and minds of our walkers in Baltimore."

-David McShea,
ADA Baltimore Executive Director—Maryland Area

"My experience with Nick and his team was a wonderful one. Being a first time organizer for the ADA Step Out Walk I came into the situation not knowing what to expect. Nick and his team were able to walk me through what was done in previous cities allowing me to conceptualize what I wanted to happen. Once that was established him and his team executed our vision flawlessly. I can say without a doubt that their involvement was a major part of our success. If there was anything to add I think that a bigger tent would be good."

-Chris Sumter
Novo Nordisk Atlanta Team Captain

"Thank you all for a fantastic event at the Phoenix Walk on Saturday and for the link for the photos! Awesome job posting so many photos to the Step Out Phoenix Facebook page! It was a pleasure working with the Team from TRACS and please know we and our Novo Nordisk colleagues look forward to working with you at future events. We'll keep checking the site for more photos!"

-Liz Lukase
Novo Nordisk Phoenix Team Captain

"Thank you so much for everything! You and your team were so helpful and it allowed flawless execution! The local ADA said many attendees provided huge compliments that it was the best walk they have attended. Please give our best to your entire crew!"

-Amy Hastings
Washington, D.C.
Novo Nordisk
Diabetes Care Specialist



"As a new staff member with the American Diabetes Association in Chicago, these were my first walks and I could not be more pleased with how everything turned out! Working with TRACS has been such a pleasure. You all really were an integral part to these walks. From the planning process to day of event you know your stuff! As the person managing the event it is great to know that I can give you the information you need and you run with it. Everything was so seamless and all of the photos and arches turned out great! Your team is so amazing and fun to work with! I can't wait for future Step Out events!"

-Catherine Kovacs
ADA Chicago Associate Manager, Development