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FOR MORE INFORMATION
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**NEW STRATEGIC PARTNERSHIP PROVIDES THE
NEXT GENERATION IN DIABETES EDUCATION**

*Interactive role-play games empower students to
combat diabetes by creating animated public service announcements*

KANSAS CITY 7 March 2007 - I Support Learning (ISL), the developer and leader in story-centered curricula, announces a new strategic partnership with DM Strategies, Inc (DMS) and the Diabetes Freedom Foundation (DFF). The three organizations will be working together on an educational initiative aimed at raising diabetes awareness through student created animations.

The Centers for Disease Control predict that of those people born in the year 2000 and after, 1 in every 3 will develop diabetes in their lifetime. The collaboration hopes to connect real world skills to a real world issue.

“We’re excited about this partnership because it provides us a new approach to combating the alarming statistic of one out of three developing diabetes,” says Rachel Gifford, DMS founder. “Our goal is to reduce those numbers by building student awareness as students create animations to then further educate others.”

“It’s more than just teaching the traditional textbook knowledge of reading, science, and math. We show students how to take their newfound skills of Cartoon Animation and use that to create social change,” says Steve Waddell, ISL’s owner and lead developer.

Through an interactive role-play environment, the students become “virtual” interns with a high-tech company. The students meet with bosses, customers, and co-workers while receiving important emails, voicemails, and video messages that pertain to their real world project. Within this context students develop PSA’s that educate peers about making wise lifestyle choices to lower their risks of diabetes, obesity, and heart disease among many other diseases.

“According to research, having students immersed in the process of presenting information can have a high impact on not only the student creating the educational animation, but the audience who receives the final product,” says Waddell.

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About I Support Learning, Inc.

ISL (www.isupportlearning.com) is a dedicated team of developers whose goal is to revolutionize learning through engaging the learner in real world interaction. The personal experience curricula are designed to create and support life-long learners and make education relevant and engaging. Taking the passion and interests of students and allowing them to explore and develop new ideas and skills is how we make learning fun – still challenging and rewarding – but fun.

About DM Strategies, Inc.

DM Strategies incorporated in 2000 with the mission of *changing the way diabetes is treated*. Founder of the company, Rachel Gifford, RN, MN, CDE, has lived healthfully with diabetes since the age of 12. Her sister and mother also live well with diabetes. DM Strategies focuses on educating healthcare professionals in cutting edge diabetes treatment, so people with diabetes receive the evaluation, treatment, and education they need to stay healthy. Because of Ms. Gifford's experience with diabetes from both sides of the exam table, DM Strategies programs often include not only cutting edge research, but the needs and questions that may arise from diabetic person's viewpoint.

About Diabetes Freedom Foundation

Diabetes Freedom Foundation (www.diabetesfreedom.org) is a Kansas City based nonprofit, founded in 2004 by Ms. Gifford. Their mission is *freeing the world from the tyranny of diabetes*. People with diabetes rarely obtain the ongoing education required to live healthfully with the disease. Diabetes Freedom Foundation works both locally within Kansas City to make Kansas City the best place to live with diabetes, as well as nationally, in conjunction with DM Strategies, Inc. to nationally provide healthcare education.