

FOR IMMEDIATE RELEASE

Shocking New PSA Inspired by True Events Aims to Save Lives

Tyler, TX & San Diego, CA - November 1, 2016 - Each year, November 1st kicks off National Diabetes Awareness Month all across the nation. This year, Tyler Type One Diabetes Foundation of Tyler, TX has teamed up with Grace & Salt, a San Diego based company co-owned by Keary and Justin Cheney, to produce and launch a powerful new PSA. Together they are dedicated to saving lives through awareness of the WARNING SIGNS associated with Type 1 Diabetes. This shocking PSA is inspired by true events. Keary Cheney, 28, of San Diego, and Faith Wilson, 7, of Tyler, are not paid actors in the video, they are survivors, both diagnosed hours from death.

Sadly, every year children and young adults die of undiagnosed Type 1 Diabetes; a death that is completely preventable. Individuals and parents don't know, therefore don't recognize the WARNING SIGNS before it's too late. Even medical professionals often misdiagnose it as the flu or another virus/illness.

That is why Tyler Type One and Grace & Salt collaborated to produce a PSA informing viewers in a shocking way that undiagnosed Type 1 Diabetes can be fatal. "The PSA pushes the envelop but we really believe that by helping others understand the seriousness of undiagnosed Type 1 Diabetes, it will make the WARNING SIGNS more memorable and ultimately save lives," says Margie Boyd, Executive Director for Tyler Type One Diabetes Foundation.

It was also important to cast two people who actually live with Type 1 Diabetes and know first hand how close they came to losing their lives as a result of undiagnosed Type 1. Keary Cheney was diagnosed in 2015 after falling into a coma and DKA. Since then, she and her husband, Justin, have adopted two children from Uganda, one of which has Type 1 Diabetes. Faith Wilson came within hours of death in 2009 at just 9-months-old. Today, she is not the only Type 1 among her 6 siblings. Her sister Hope was diagnosed at 13-months-old and her brother Eli, who is 10, was recently diagnosed as well. Read their amazing backstories, share the PSA, and see a complete list of warning signs at www.BeforeItsTooLate.info.

For More Information or Interviews Contact:



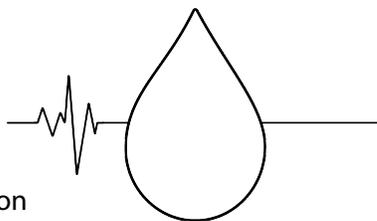
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BeforeItsTooLate.info



Keary Cheney

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