

**FOR IMMEDIATE RELEASE**

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## SAFEAUTO TAKING PART IN 2009 STEPOUT: WALK TO FIGHT DIABETES

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**Columbus, OH** — SafeAuto Insurance is happy to announce the 2009 StepOut: Walk to Fight Diabetes being held this Sunday, October 4, 2009. Participants will be walking inside COSI for a multi-level route with fun and entertainment planned along the way or walk outside in Genoa Park with the scenic view of the Scioto River and downtown Columbus.

SafeAuto Insurance feels very strongly about their involvement with this year's StepOut Walk to Fight Diabetes. A recent health assessment conducted by SafeAuto concluded that a higher than average number of employees either have diabetes or are at a high risk.

"We feel as though this event is a great opportunity to promote awareness about diabetes," says April Miller, Senior VP of Human Resources for SafeAuto. "Many of our staff at SafeAuto are living with diabetes on a daily basis. The complications of diabetes are very serious, and we are excited to take part in this year's event working towards finding a cure."

Information about this year's event:

**Who:** 2009 StepOut: Walk to Fight Diabetes  
**What:** Benefit walk to fund critical research for a cure to diabetes  
**When:** Sunday, October 4, 2009  
**Registration Opens:** 7:45 a.m. inside COSI  
**Event Start Time:** 9:00 a.m. inside COSI  
**Where:** Inside at COSI, 333 W. Broad Street, Columbus, Ohio, 43215  
and outside at Genoa Park, 303 W. Broad Street Columbus, Ohio, 43215

Step Out: Walk to Fight Diabetes is the American Diabetes Association's signature fundraising walk. With strong support from the business community including sponsorship and corporate teams, this event raises over 20 million dollars to find a cure for diabetes and to support the American Diabetes Association's mission. The money raised from the walk goes towards research, information and public awareness activities.

### **About the American Diabetes Association**

The American Diabetes Association is the only non-profit organization supporting all 23.6 million Americans living with diabetes. The Association funds research to prevent, cure and manage diabetes. The Association is known for delivering services to hundreds of communities, providing objective and credible information and giving a voice to those denied their rights because of diabetes. The American Diabetes Association was founded in 1940. Their mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes.

Those interested in participating in the event are welcome to call Carol P. Heller at (614) 436-1917 ext. 6624, or

can visit the StepOut website at <http://stepout.diabetes.org/>. Participants are also welcome to walk in the day of the event to sign up.

Please contact Grace Wilson, SafeAuto PR and Communications Specialist, at (614) 944-7353 or [grace.wilson@safeauto.com](mailto:grace.wilson@safeauto.com) with any media inquiries for this event.

### **About SafeAuto**

SafeAuto Insurance Company is a Property and Casualty Insurance Company based in Columbus, Ohio. Today, the company provides the state required minimum insurance coverage to automobile drivers in 14 states including Ohio, Indiana, Kentucky, Georgia, Pennsylvania, South Carolina, Tennessee, Louisiana, Mississippi, Illinois, Missouri, Arizona, Oklahoma and Texas. SafeAuto is a direct-to-consumer automobile insurance company offering auto insurance over the phone via its famous 1-800-SafeAuto toll free phone number or by logging on to [Safeauto.com](http://Safeauto.com). For more information visit [www.safeauto.com](http://www.safeauto.com).