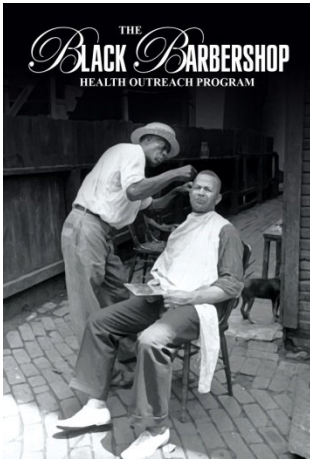


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Call for jpegs, psas, bios, and interview requests

BLACK BARBERSHOP HEALTH OUTREACH PROGRAM ADDRESSES CARDIOVASCULAR DISEASE IN ATLANTA'S AFRICAN-AMERICAN MEN



Metro Atlanta Barbershops Join National Campaign

(ATLANTA, August 6, 2008) – On Saturday, August 16, 2008, from 10 a.m. to 3 p.m. 20 black-owned barbershops throughout metropolitan Atlanta will participate as screening sites in the Atlanta initiative of the national Black Barbershop Health Outreach Program, a FREE diabetes and hypertension testing program.

Committed to early detection and intervention among the disproportionately at-risk African-American male population, Dr. Bill Releford, founder of the Diabetic Amputation Prevention Foundation (DAP), in partnership with Morehouse School of Medicine; The Legends of Basketball, National Basketball Retired Players Association (NBRPA), Abbott Laboratories; and Against The Grain Magazine, will screen approximately 1,000 African-

American men, increasing health awareness and sharing educational materials within the non-threatening atmosphere of the local barbershop.

For exact addresses of participating Metro Atlanta barbershops, go to www.blackbarbershop.org and click on “Our Barbershop Network.”

The Black Barbershop Health Outreach Program is the first initiative of its kind to exclusively address on a national level the health care disparities among African-American men. While medical advances and milestones benefit the general U.S. population, African-American men experience the lowest life-expectancy rate of any segment in American society. Undetected cardiovascular disease contributes to disproportionate mortality and morbidity among African-American men. Forty percent of African-American men die prematurely from cardiovascular disease as compared to 21 percent of white men.

Black men suffer far worse health conditions than any other racial group in America. There are a number of reasons for this. They include racial discrimination; a lack of affordable health services; poor health education, cultural barriers; poverty; employment that does not carry health insurance; as well as insufficient medical and social services catering to black men.

According to Dr. Releford, the mission of the DAP Foundation's Black Barbershop Health Outreach program is to screen more than 500,000 African-American men for diabetes and hypertension by the year 2011 and to promote healthy lifestyle changes.

“The black barbershop has traditionally been a place where black men from all segments of society could come together to talk about life, family, relationships, and now I am hoping we can start talking about our health,” explains Donte Kelley, coordinator of the Black Barbershop Health Outreach Program.

The DAP Foundation's African-American Men's Outreach Program seeks to partner with community groups/organizations to reduce the incidence of health conditions that adversely affect African-American males by utilizing education, prevention, and early detection through screening activities.

DAP's efforts will be duplicated in other metropolitan areas such as Washington, D.C., New York, Nashville, and Houston.

Morehouse School of Medicine (MSM), a member of the Atlanta University Center Consortium Inc., which is comprised of five Historically Black Colleges and Universities (HBCUs), is dedicated to improving community and individual health, particularly that of people of color and the underserved urban and rural populations in Georgia and throughout the nation. Since its establishment in 1975 as The School of Medicine at Morehouse College, MSM has strived to increase the diversity of the health professional and scientific community, educating nearly 1,000 alumni, the majority of whom, with their M.D., Ph.D., M.P.H. and M.S.C.R. degrees, have chosen to further the MSM mission and legacy by serving rural and inner-city communities.

The Legends of Basketball, National Basketball Retired Players Association (NBRPA), was founded in 1992 by Dave DeBusschere, Dave Bing, Archie Clark, Dave Cowens and Oscar Robertson. These luminaries of the sport launched the non-profit organization of former professional basketball players to develop and leverage their shared stature in the community. Committed to socially responsible global initiatives that include education, health and children's causes, the NBRPA has donated more than \$1 million to charitable organizations.

Abbott (NYSE TICKER: ABT), a global health care company, employs more than 68,000 people and markets its products in more than 130 countries.

Against The Grain Magazine, based in Houston, is the quarterly magazine dedicated to professional barbering published by Master Barber Malcolm Patterson.

For more details, contact Terri-Nichelle Bradley at terri@playgroundpr.com (678) 395-3287, or visit www.blackbarbershop.org.