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media alert

**Diabetes TASMANIA
New brand identity
to be launched in Hobart by Lara Giddings MP,
Minister for Health and Human Services
at 11.00am, Tuesday 19 February 2008
at the Diabetes TASMANIA head office,
88 Bathurst Street Hobart**

In attendance will be Will Hodgeman MP, Caroline Wells CEO of Diabetes TASMANIA and Anne Sheehan President of Diabetes TASMANIA.

The new identity, designed originally for Diabetes AUSTRALIA Ltd by Saatchi, is a contemporary representation of diabetes being turned around through appropriate and timely intervention and management.

Diabetes TASMANIA has licensed the use of the logo from Diabetes AUSTRALIA LTD and the new brand will be progressively rolled out throughout Tasmania over the coming months.

Diabetes TASMANIA has undertaken the adoption of the new brand to better reflect the development of the organisation and the implementation of its new statewide services.

Diabetes TASMANIA's primary mission is to enhance the quality of life of those affected by diabetes and those at risk, through support and education and by building strong relationships within our community.

For more information please contact:

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