



## FOR IMMEDIATE RELEASE

### **Parx Casino Philly Cycling Classic Introduces the *Novo Nordisk Walk the Wall* to Race Weekend**

*Global health care company Novo Nordisk joins as Title Sponsor to encourage Philadelphia community to embrace a healthy, active lifestyle*

**May 5, 2014 - Philadelphia, Penn.** -- Organizers of the Parx Casino Philly Cycling Classic today announced that Novo Nordisk will serve as the Title Sponsor of the inaugural *Walk the Wall* event. As part of the event, members of the Philadelphia community are invited to walk or run up the iconic Manayunk Wall on Saturday, May 31, 2014 – the day before the Parx Casino Philly Cycling Classic professional cycling race.

“As we continue to grow the Parx Casino Philly Cycling Classic, our goal is to add opportunities like this that embrace the neighborhoods that support us and get more people to be active, even if it is not on a bike,” said Richard Adler of Liberty Sports Development, the event producer.

The Novo Nordisk *Walk the Wall* event will also help raise money for local non-profit organizations, to be announced in the coming weeks, which are committed to promoting healthy living.

“The rise of diabetes is one of the most serious health challenges affecting urban communities today and Novo Nordisk is passionate about helping combat this public health epidemic, especially in our own backyard,” said George McAvoy, vice president, Diabetes Marketing at Novo Nordisk. “We look forward to welcoming the Philadelphia community, a city rich with cycling traditions and passionate fans, to the 2014 Novo Nordisk *Walk the Wall* event, where fans are invited to climb the same stretch of course that has challenged the world’s best professional cyclists for over 30 years: the legendary Manayunk Wall. Together we will beat the Wall. Together we will work to beat diabetes.”

Novo Nordisk is a returning sponsor of the Parx Casino Philly Cycling Classic and sponsor of Team Novo Nordisk, the world's first all-diabetes professional cycling team, who will compete in the professional race on June 1. Members of Team Novo Nordisk will also participate in the *Walk the Wall* event - sharing their inspirational stories and encouraging participants as they climb the Wall.

The Manayunk Wall, which is comprised of a 17 percent-grade hill, begins at the base of Levering Street at Cresson and climbs to the top of the wall at Lyceum and Manayunk Avenues. The Novo Nordisk *Walk the Wall* event will begin at Main and Levering Streets in Manayunk at 4 p.m. To learn more and register, please visit: <https://walkthewall.eventbrite.com>.

###

### **About Parx Casino Philly Cycling Classic**

The Parx Casino Philly Cycling Classic is operated by a community-based non-profit organization formed to organize and host the new world-class professional cycling race in Philadelphia. Joining title sponsor Parx Casino is event Founding Sponsor New Penn Financial, and official sponsors Novo Nordisk, Philadelphia Federal Credit Union, Fuji Bikes, Amstel Radler, Bicycling Magazine, and Roxborough Memorial Hospital. For more information, visit [www.phillycyclingclassic.org](http://www.phillycyclingclassic.org).

### **About Novo Nordisk**

Headquartered in Denmark, Novo Nordisk is a global healthcare company with more than 90 years of innovation and leadership in diabetes care. The company also has leading positions within hemophilia care, growth hormone therapy and hormone replacement therapy. Novo Nordisk employs approximately 40,000 employees in 75 countries, and markets its products in more than 180 countries. For more information, visit [novonordisk-us.com](http://novonordisk-us.com) or follow our news in the U.S. on Twitter: @NovoNordiskUS.

#### **Media Contact:**

Ed Donovan  
610-220-1441  
Ed@EGDpr.com