PRESS RELEASE

**SMS Initiative Honored for Special Commitment**

**The initiative “SMS. Be smart. Join in. Be fit." of the German Diabetes Center received an award from “We for Düsseldorf".**

**Düsseldorf (DDZ) March 31, 2017** – The Düsseldorf-based entrepreneur Josef Klüh, owner of Klüh Service Management GmbH, annually donates 25,000 euros to charitable associations whose social projects are aimed at children, elderly or needy in Düsseldorf. The award ceremony for the associations, which were selected by a three-member jury, took place on March 17, 2017. The jury, composed of Dr. Vera Geisel, wife of Lord Mayor Thomas Geisel, Jonges-Baas Wolfgang Rolshoven and Josef Klüh, presented the donation to a total of seven associations from the state capital. The initiative “SMS. Be smart. Join in. Be fit."“, which is sponsored by the association Düsseldorf Kids with PFIFF and which is scientifically accompanied by the German Diabetes Center, was awarded 4000 euros to carry out the SMS project in additional school classes.

“Here in Düsseldorf many people need support. It is therefore meaningful, here in our city, to provide direct and effective help,” said entrepreneur Josef Klüh, explaining his commitment. “We are very pleased about the generous donation of the initiative `We for Düsseldorf´ and for the opportunity to raise awareness in more primary school children for a healthy diet and the benefits of exercise,” said project leader Professor Karsten Müssig, emphasizing the importance of the award for the SMS initiative.

The initiative “SMS. Be smart. Join in. Be fit." led by Professor Karsten Müssig at Düsseldorf primary schools seeks to counteract overweight/obesity and other lifestyle-related diseases in childhood and adolescence. The children earn their “aid” nutrition pilot license in cooperation with the Educational Center for Dietary Assistants of the Kaiserswerther Diakonie and take part in the exercise program for primary schools “Fitness for Kids” developed by sports scientist Professor Kerstin Ketelhut.
In addition, the pupils experience the perception of their own body in the sensory classroom of the Präha Weber School in a motor skills training course. They are also taught relaxation exercises in cooperation with the initiative “Physical Activity during School Recess” of the Dietrich Grönemeyer Foundation and the Deichmann company. The two health insurance companies IKK classic and KKH, the organization diabetesDE - German Diabetes Aid, the Sports Department of Düsseldorf and other renowned partners and prominent people support the project and provide the participating school children with additional attractive venues for learning outside of school. The patron of the initiative is Thomas Geisel, mayor of the state capital Düsseldorf. In 2015 the SMS initiative was awarded the support logo of IN FORM – Germany’s initiative for a healthy diet and more exercise, and in 2016 was awarded the GUT DRAUF label of the German Center for Health Education (BZgA).

Photo: We for Düsseldorf: Project head Prof. Dr. Karsten Müssig (3rd fr. L.) at the presentation of the “We for Düsseldorf” award, together with Frank Theobald, Vera Geisel and Wolfgang Rolshoven (Photo: Klüh).

Further information about the initiative is available at: [www.sms-mach-mit.de](http://www.sms-mach-mit.de)

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Contact DDZ

Prof. Dr. med. Karsten Müssig

German Diabetes Center (DDZ)

Leibniz Institute for Diabetes Research

at Heinrich Heine University Düsseldorf

Phone: +49 (0)211-3382-218

email: Karsten.Muessig@ddz.uni-duesseldorf.de

Dr. Olaf Spörkel

National Diabetes Information Center

German Diabetes Center (DDZ)

Leibniz Institute for Diabetes Research

at Heinrich Heine University Düsseldorf

Phone: +49 (0)211-3382-507

email: Olaf.Spoerkel@ddz.uni-duesseldorf.de

The German Diabetes Center (DDZ) understands itself as the German reference center for diabetes. It aims to contribute to the improvement of prevention, early detection, diagnosis and therapy of diabetes mellitus. At the same time, the epidemiological data situation in Germany shall be improved. The DDZ is responsible for the multi-center German Diabetes Study. It is a point of contact for players in the health sector, prepares scientific information on diabetes mellitus, and makes it available to the public. The DDZ is a member of the Leibniz Association (WGL) and is a partner in the German Center for Diabetes Research (DZD e.V.).