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The Under the Sea Gala to Benefit JDRF Southeastern Wisconsin

More Than 400 Expected to Attend 19th Annual Gala to Raise Money for Diabetes Research

Milwaukee, Wis. – March 2, 2015 – On March 14, the Southeastern Wisconsin Chapter of JDRF will host an evening of fun and elegance at the Pfister Hotel in Milwaukee with “Under The Sea – Turning the Tide on a Cure” Gala presented by Kohl’s Cares.

The 19th annual black-tie gala will raise money to fund significant research focused on improving the lives of people with diabetes today and in the future. The evening will feature a cocktail reception, a multi-course dinner, silent and live auctions, JDRF’s signature Fund A Cure program, and live music by “RoShamBo.” Jim Labelle, formerly known as radio personality Lips Labelle, will serve as Master of Ceremonies.

This year, the Southeastern Wisconsin Chapter of JDRF will honor Baird with the JDRF Living and Giving Award for their commitment to caring for the community. Accepting the award will be Cory Colvin, Director, Baird and a JDRF Southeastern WI Chapter board member.

“Baird has a long tradition of working to improve the overall health and wellness of our communities. Our associates and Foundation have for many years supported JDRF in its efforts to fund ongoing research and move closer to achieving a world without type 1 diabetes (T1D),” said Colvin. “We are honored to support the gala and to continue to help achieve this incredibly important goal.”

Along with a very successful Milwaukee Kohl’s JDRF Walk to Cure Diabetes, the Sheboygan Area Walk to Cure Diabetes, the annual Golf Classic and the recent Ride to Cure Diabetes, the formal Gala is one of the premier events of JDRF Southeastern Wisconsin Chapter’s annual giving program.

To purchase tickets or for sponsorship information, contact the JDRF Southeastern Wisconsin Chapter at (414) 453-4673 or www.sewi.jdrf.org.

About JDRF

JDRF is the leading global organization focused on type 1 diabetes (T1D) research. Driven by passionate, grassroots volunteers connected to children, adolescents, and adults with this disease, JDRF is now the largest charitable supporter of T1D research. The goal of JDRF research is to improve the lives of every person affected by T1D by accelerating progress on the most promising opportunities for curing, better treating, and preventing T1D. JDRF collaborates with a wide spectrum of partners who share this goal.

Since its founding in 1970, JDRF has awarded more than \$1.9 billion to diabetes research. Past JDRF efforts have helped to significantly advance the care of people with this disease, and have expanded the critical scientific understanding of T1D. JDRF will not rest until T1D is fully conquered. For more information, please visit www.jdrf.org.