



Inserra Supermarkets continues to raise funds to support the Diabetes Research Institute's search for a cure

By Caryl Communications on July 11, 2016 at 10:27 AM

MAHWAH - In an effort to help find a biological cure for diabetes, Inserra Supermarkets is continuing to raise funds to support the Diabetes Research Institute (DRI), a recognized world leader in cure-focused research. Each of the family-owned chain's 22 ShopRites located in New Jersey and New York and its PriceRite in Garfield are participating in the annual fundraiser that runs through Sunday, July 17. The campaign, which kicked off on Father's Day, has already raised a record-setting \$51,000.

When making donations at check-out, customers have been signing Snoopy cut-outs. Thousands of smiling Snoopy faces now adorn the front store windows of Inserra ShopRites. Known for its wide-ranging charitable endeavors, Inserra Supermarkets has been hosting the in-store fundraiser for more than 10 years, raising a total of more than \$200,000.

According to the latest statistics of the Centers for Disease Control and Prevention, 29.1 million people, or 9.3% of the U.S. population, have diabetes, including 8.1 million people who have diabetes but have not yet been diagnosed. Type 1 diabetes accounts for about 5% of all diagnosed cases of diabetes, affecting approximately 1.5 million people.

"Every dollar makes a difference in the Diabetes Research Institute's search for a cure," said Lindsey Inserra, vice president of health and wellness of Inserra Supermarkets, who was diagnosed with type 1 diabetes at the age of 11. She is a tireless advocate and supporter of diabetes research and serves as the Young Professionals' Chair of the Northeast Board of the DRI Foundation.

"We are so thankful for the generosity of our customers as we stand together to support the work of the Institute, which gives us true hope for a cure," added Inserra.

As the largest and most comprehensive research center dedicated to curing diabetes, the DRI is aggressively working to develop a biological cure by restoring natural insulin production and normalizing blood sugar levels without imposing other risks. Recent advancements at the Institute include its innovative and very promising DRI BioHub, a bioengineered "mini organ" that mimics the native pancreas. It contains insulin-producing cells that can sense blood sugar and release the precise amount of insulin needed – in real time.

Inserra Supermarkets is well respected as a good corporate citizen committed to improving the lives of local residents and supporting a range of local and national non-profit organizations. Inserra ShopRite locations in New Jersey include Bayonne, Columbia Park, Emerson, Fair Lawn, Hackensack, Hillsdale, Hoboken, Jersey City, Lodi, Lyndhurst, New Milford, Northvale, Palisades Park, Ramsey, Wallington, Wayne and West Milford. In New York, locations include Garnerville, New City, Stony Point, Tallman and West Nyack.