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**HO-CHUNK GAMING BLACK RIVER FALLS CONTINUES TO CAMPAIGN FOR DIABETES AWARENESS**

BLACK RIVER FALLS, WI - Ho-Chunk Gaming Black River Falls along with WKBT News 8000 have gone live for a second year with Diabetes Diaries, an online cause campaign contest to help raise awareness of the effects that Diabetes has on the communities throughout the Coulee Region. Through this program, people are encouraged to share their experience with the disease at [www.mydiabetesdiary.org](http://www.mydiabetesdiary.org) for the chance to win \$1,000. Another \$1,000 donation will be made to the American Diabetes Association on behalf of this same winner.

According to Rob Reider, Director of Marketing at Ho-Chunk Gaming Black River Falls, "The financial contribution given through Diabetes Diaries is just a small part of the campaign. Yes, we are proud to be able to continue our monetary donations, but Diabetes Diaries has several layers."

The Ho-Chunk Gaming Black River Falls Diabetes Diaries was uniquely designed in a way to illustrate the prevalence of the disease in our local communities by collecting and sharing stories of real people within our area that live with its negative effects on a daily basis.

"Diabetes is a real problem in our area. We want people to know this. Everyone should realize the risks and to take action to help prevent it," says Reider, "Diabetes Diaries can also be considered as a source of hope for those with the disease. Many of the stories shared last year demonstrated positive ways to overcome its challenges. The stories are truly inspiring and at the very least, will let people know that they are not alone. Their struggles are shared."

People wishing to share their story, read other stories or learn more about Diabetes are encouraged to visit [www.mydiabetesdiary.org](http://www.mydiabetesdiary.org). All entries received prior to 11:59pm on March 4, 2013 will be considered.

Ho-Chunk Gaming Black River Falls offering consistent support to the American Diabetes Association is also proud to support a number of other causes as well. This year alone, over \$13,000 has been used to help the American Red Cross, American Cancer Society, Veteran Badger Honor Flight and Unmet Needs (an assistance programs set up to help Military personnel and their families).

*Ho-Chunk Gaming – Black River Falls is owned and operated by Ho-Chunk Nation Enterprises, with headquarters in Black River Falls, Wis. Ho-Chunk Nation Enterprises also owns and operates Ho-Chunk Gaming – Wisconsin Dells, Ho-Chunk Gaming - Madison, Ho-Chunk Gaming - Nekoosa, Ho-Chunk Gaming - Tomah and Ho-Chunk Gaming - Wittenberg. For more information, call Ho-Chunk Gaming – Black River Falls at 800-647-4621 or go online [www.ho-chungaming.com](http://www.ho-chungaming.com).*

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