

Sugar Was My Best Food: Diabetes and Me
Awards and Publicity

- Over **200,000 copies** of *Sugar* have been sold since publication in 1998.
- Adair and *Sugar* were covered in a 2 page spread in the August 24, 1998 issue of **People Magazine**.
- *Sugar's* hero, Adair, read excerpts of his book and was interviewed on **National Public Radio, "All Things Considered"** with Jackie Lyden on April 25, 1998.
- *Sugar* was reviewed in the **New York Times**, "Books to Help Children Understand They Are Not Alone," June 15, 1999.
- *Sugar* received an **Approved Commendation from Parents' Choice Awards**, 2000.
- *Sugar* was included in the **Best Children's Books of 1999**, Bank Street College of Education, New York, N.Y.
- *Sugar* was cited in the **Best Science Books for Children 1998**, by The American Academy for the Advancement of Science, January/February SB&F, Vol. 35, No. 1.
- *Sugar* was included in **Best Science Books for Junior High and High School Readers 1998**, by The American Academy for the Advancement of Science, January/February SB&F, Vol. 35, No. 1.
- Adair was interviewed and his book was excerpted by **The Boston Globe** on April 26, 1998. On April 2, 2000 he was interviewed in **Boston Sunday Globe** in an article, "Young Author Hits Home with Fellow Diabetics," April 2, 2000.
- *Sugar* was written up in "Names and Faces" in the **Boston Globe**, June 27, 1998, September 11, 1998 and December 22, 1998.

- As part of their promotional campaign to diagnose a million new cases of diabetes, Wal*Mart distributed **130,000 copies** of *Sugar* to all children and families living with diabetes. Wal*Mart selected Adair to address their pharmaceutical representatives at its national convention.
- **17,000 copies** of *Sugar* were distributed to every child attending diabetes camp the summer of 1999.
- *Sugar* was reviewed and praised in a wide range of diabetes publications, including '**Successful Living with Diabetes**' magazine, "Catching Up with Old Friends," May/June 2000 and "Adair Gregory: Nothing Stops Him," September-October 1999. *Sugar* was also reviewed in **Curiosity Magazine**, "Unsweetened Success," August 1999, and was excerpted in the 1998 back-to-school issue of *Countdown for Kids*, a magazine published by the Juvenile Diabetes Research Foundation. In the fall of 1998, *Sugar* was featured in **Kids with Diabetes Magazine**, a Canadian publication with a worldwide mailing list
- The **Joslin Clinic** used an excerpt of the book for a fundraising mailing to 500,000 households.
- *Sugar* is listed in the national catalogues of the **Joslin Clinic** and the **Juvenile Diabetes Foundation**.