



**Contact:**

Liz Housman  
[lousman@dakotagrowers.com](mailto:lousman@dakotagrowers.com)  
1.800.250.1917



Lisa Rigney  
[lisar@mpfood.com](mailto:lisar@mpfood.com)  
312.201.9101

**DREAMFIELDS PASTA WANTS TO KNOW: WHO'S YOUR "DFF"?**  
Sherri Shepherd of The View partners with Dreamfields Pasta to salute those who go the extra mile to help someone with diabetes.

**MINNEAPOLIS (January 29, 2010)** — Many of us have a “BFF” (Best Friend Forever), but people with diabetes or pre-diabetes need a BFF who understands the importance of maintaining a [healthy diabetic lifestyle](#) – a “DFF” (Diabetes Friend Forever). To honor these unsung heroes, Dreamfields Pasta is launching a first-of-its-kind program to pay tribute to the special people who help make [living with diabetes](#) a manageable experience.

Beginning January 29, Dreamfields is calling on all Americans with diabetes, or those who know someone with diabetes, to nominate the DFFs in their lives and give them the recognition they deserve. DFFs can be friends, family members, caregivers or healthcare professionals like dietitians, diabetes educators, doctors, nurses and pharmacists.

“I know firsthand how important a DFF can be,” said [Sherri Shepherd](#), comedienne, actress, author, Emmy Award-winning co-host of the ABC-TV show “The View,” and national spokesperson for the [Dreamfields DFF program](#). “Since I was diagnosed with Type 2 diabetes in 2007, I’ve been fortunate to have two DFFs in my life – my son Jeffrey and my trainer Don – or as I call him ‘The Evil One.’ They’ve inspired me to lose 40 pounds and now I no longer need my diabetes medications. I’m keeping the weight off and controlling my blood sugar with exercise and diabetes-friendly foods like Dreamfields pasta.”

Nominating that special someone is easy. Simply visit [www.diabetesfriendsforever.com](http://www.diabetesfriendsforever.com) and click on [submit a story](#). Nominated DFFs will be judged on their compassion (70%) and creativity (30%). Six DFFs and their nominators will be awarded cash prizes ranging from

-more-