

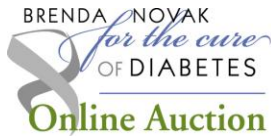
BRENDA NOVAK



for the cure
OF DIABETES



PRESS KIT



BRENDA NOVAK'S **Annual Auction** for the Cure of Diabetes **2011**

April 2011

Dear Reader:

New York Times and USA Today Best-selling Author Brenda Novak and her charity and the many supporters of her charity, Brenda Novak's Annual Online Auction To Benefit Diabetes Research, have raised a cumulative total of more than \$1 Million for diabetes research—and they're gearing up to raise more.

Your readers will be interested to know that this national charity, through its contributions to the Miami-based Diabetes Research Institute, is working hard to find a cure to a disease that affects over 23.6 million adults and children in the United States. They will also be interested in learning how they can get involved in the upcoming 2011 auction. Included in this press kit, you will find information on the growth and success of this charity, recent press coverage, the National Diabetes Awareness Month press release, and a list of frequently asked questions.

I hope you find this information useful in writing an editorial. It is likely your readers will also be interested in an interview with Brenda, highlighting what motivated her to start her charity and how it has become the largest on-line diabetes event in the worlds. Feel free to call Brenda directly at 916-536-0575.

More info is available at <http://www.brendanovak.com/auction.shtml>.

I will be following up with you regarding this information in the next week or so if I do not hear from you sooner. Thank you for your time and coverage of this important news.

Sincerely,

Brenda Novak

916-536-0575

Brenda@brendanovak.com

About the Auction

DETERMINED MOM FIGHTS BACK

Every year, for the month of May, New York Times and USA Today Best-selling Author Brenda Novak runs an online auction for diabetes research. The auction takes a full year to plan and pull off, but it's a labor of love—an effort to help all the people who, like her youngest son, suffer from diabetes. Her very first auction ran in 2005. It started small but has grown every year by leaps and bounds.

Yearly totals to date:

2005 - \$34,982
2006 - \$62,705
2007 - \$141,700
2008 - \$252,300
2009 - \$270,611
2010 - \$303,000

The Brenda Novak Online Auction for Diabetes Research is the biggest online event for diabetes research in the world. Each year, with the help of generous donors--which include some of the biggest and brightest stars in publishing, like Debbie Macomber, Nicholas Sparks, Nora Roberts, James Patterson, Diana Gabaldon, Michael Connelly and John Grisham--Brenda offers up over 2400 fabulous items, creating a shopper's paradise. As a cumulative total, she's raised \$1,055,780.

But the auction is more than your everyday charity gala. It's a blast to participate in--a real community. We do drawings and give away prizes. Shoppers quickly become donors and donors quickly become shoppers. It's an outstanding fundraising model!

Here's to making a difference...

Brenda Novak



BRENDA NOYAK'S **Annual Auction** for the Cure of Diabetes **2011**

GLOW MAGAZINE ARTICLE. Look at this fabulous layout on Brenda Novak's Online Auction in the latest issue (Fall/Winter 2010) of GLOW Magazine:



To read the article, [click here](#), enter "74" in the page area at the bottom, and press Enter (to jump to page 74).

If you'd like to participate in Brenda's next online auction for diabetes research, which runs May 1 – May 31st, 2011, please email her at Brenda@BrendaNovak.com. Or, for more information, visit [her auction page](#).

Press Release

FOR IMMEDIATE RELEASE

CONTACT:

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**NEW YORK TIMES BESTSELLING AUTHOR BRENDA NOVAK REACHES OUT
DURING NATIONAL DIABETES AWARENESS MONTH**

(Sacramento, CA -- As if being a mother of five and a New York Times and USA Today bestselling author weren't enough (upcoming titles include INSIDE, IN SECONDS and IN CLOSE), award-winning novelist Brenda Novak is also a true philanthropist.

Wrapping up its 6th year, Novak's Online Auction for Diabetes Research, benefitting the cure-focused work of the Miami-based Diabetes Research Institute (DiabetesResearch.org) surpassed the \$1 million mark. Held each May at BrendaNovak.com, the month-long online auction features personal meetings, lunches and dinners with celebrity authors, world-class getaways and state-of-the-art gizmos and gadgets.

The National Diabetes Awareness Month of November also marks the beginning of Novak's work for the next year's auction. These days, Brenda is contacting the previous years' donors and looking for new people who might be interested in contributing. For Novak, it's a labor of love and a concentrated effort to find a cure for her son, who has lived with diabetes since he was five years old. "I remember when this all started how excited we were when we raised \$34,000. Never in my wildest dreams would I have thought we'd come so far so fast," says Novak. As in previous years, the 2011 annual auction will boast some incredible and very unique items that are of particular interest to budding authors due in large part to the participation of some of the most prolific writers in the country, who are offering their experience and expertise to help cultivate future talent. The Diabetes Research Institute, a center of excellence at the University of Miami Miller School of Medicine, is a recognized world leader in cure focused research. Since its inception in the early 1970s, the DRI has made significant contributions to the field of diabetes research, pioneering many of the techniques used in islet transplantation.

The DRI is now building upon these achievements by bridging cell-based therapies with emerging technologies to restore insulin production. For the millions of families already affected by diabetes, the Diabetes Research Institute is the best hope for a cure. For more information, visit DiabetesResearch.org

Frequently Asked Questions

Q: What makes you so passionate about Diabetes?

A: My youngest son was diagnosed with diabetes at 5 years old, that's when I learned how serious this disease is. After his diagnosis, I spent months racking my brain on how I could combat it.

Q: How did you come up with the idea for your charity?

A: Once my son was diagnosed, and I realized what this could mean for his future, I wanted to get involved, to do anything I could to give him a better chance at a healthy life. But I have four other kids and a busy writing career and wasn't sure how I'd manage to make time for fund raising, didn't even know where to start. Then I went to a silent auction at my son's elementary school. There were some fantastic items that had been donated, but the turn-out was poor and the school didn't make much money. I started thinking about the difficulty of trying to get a large number of people inside one building all at the same time, and the advantages of doing something on the web became very apparent. I figured I could use the support and traffic I already receive from my fan base to help my son and others like him, and the idea to do an on-line auction was born.

Q: How did it go the first year?

A: My first year was more of a test market to see if it would work. When we raised \$34,982, I realized it definitely had potential. The second year, we nearly doubled that amount (at \$63,000), and it has continued to grow bigger and bigger every year and, thanks to the generosity of my donors.

Q: How much time does it take to put it on every year?

A: It's an incredibly time-intensive endeavor, but it's also very fulfilling. We work on it year round. I started out running it on my own--just one person--and did that for three years. Then I hired a part-time assistant who has become a bigger and bigger part of the behind-the-scenes work as the auction has grown.

Q: How do you keep up with your publishing schedule, be a mom and run your charity?

A: It's a juggling act! Sometimes I look back and don't know how all the work got done, but I've been very blessed--with a supportive husband, good kids who don't get into trouble (at least not BIG trouble) and good health. My assistant has been invaluable in helping me keep up.

Q: What makes your auction model work so well?

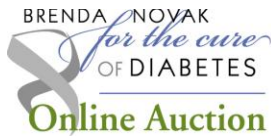
A: I think it's the unique items that are offered, as well as the community. At the auction, readers can bid to win unique experiences--like having lunch or dinner with their favorite author, or staying in their favorite author's guest house, or reading their favorite author's

book before it's ever even published. We also offer opportunities to aspiring writers of all genres--and millions of people want to write a book. Some of the most powerful agents and editors in publishing have donated their time to read submissions and give feedback, some with a turn-around time of twenty-four hours! In addition to these unique items, we have everything from trips & stays, to antique jewelry to celebrity items.

Also, the friendships we form, the prizes we give away, and the spirit of fighting back together brings us closer as a community each year. I'm not the only one driving this. We're all in it together.

Q: Do you believe there is a cure for diabetes in sight?

A: I'm absolutely optimistic. When I went to Florida to tour the Diabetes Research Institute and actually talked with their scientists and learned what they were doing, I felt we were SO close. I got very excited because I could really see a cure coming in my lifetime, which is my goal. This is not a mystery disease. I believe it's curable, and I believe we're close.



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