



## **Kidney Care Partners Lauds Dialysis Patient Shad Ireland's 4,000-Mile Cross-Country Bike Tour for Chronic Kidney Disease Awareness**

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*"What Inspires You" Tour Highlights Need for Better Patient Education and Coordinated Care*

WASHINGTON--([BUSINESS WIRE](#))--Kidney Care Partners (KCP) – an alliance of patient advocates, dialysis professionals, care providers and manufacturers working together to improve quality of care for individuals with kidney disease and kidney failure – today commended dialysis patient and triathlete Shad Ireland upon completion of his Bike Across America tour to raise awareness of Chronic Kidney Disease (CKD) and to motivate others with his aptly-named "What Inspires You" bike tour.

Ireland, age 36, was diagnosed with kidney failure at age 10. He survived two failed kidney transplants and has been on dialysis for the majority of the past 26 years, but his condition hasn't stopped him from accomplishing a series of extraordinary athletic feats including becoming the first dialysis patient, at age 31, to complete an Ironman triathlon. By biking more than 4,000 miles through the southern United States over three months, Ireland hoped to inspire others to pursue their dreams and lead energetic, fulfilling lives.

At the culmination of his journey, Ireland said, "I hope the fulfillment of my goal has helped encourage people across the country to engage with their healthcare providers, educate themselves about CKD and make healthy choices so they can live their lives to the fullest."

A video diary of Ireland's ride, produced in partnership with One Economy Corporation, recently premiered on the Public Internet Channel at [www.pic.tv](http://www.pic.tv). The series highlights Ireland's history, motivations and the challenges and inspirations he encountered during his "What Inspires You" tour.

In the United States alone, 26 million Americans suffer from kidney disease, and the rising rates of widespread kidney disease risk factors – such as diabetes, obesity and high blood pressure – are driving those numbers higher. CKD, when left untreated, will progress to End State Renal Failure (ESRD), commonly known

as kidney failure. Currently more than 400,000 Americans suffer from ESRD, an irreversible condition which is fatal without a kidney transplant or lifesaving dialysis treatments.

In addition to supporting CKD awareness, KCP is also focused on the need to eliminate inequalities for patients with kidney failure and ensure access to quality dialysis care throughout the United States through early disease education and intervention, better coordinated care and elimination of barriers to private insurance for dialysis patients.

“The most effective ways to prevent the onset of kidney failure are earlier detection and better disease management initiatives,” said Kent Thiry, Chairman of KCP. “Shad Ireland’s tour will help raise awareness across the country as well as in Washington, DC which we hope will result in awareness and initiatives to improve detection as well as treatment.”

Ireland will host a Celebration Reception today, July 30<sup>th</sup> in the Cannon House Office Building Caucus Room on the third floor from 5 to 7 p.m.

To learn more about Kidney Care Partners, visit <http://www.kidneycarepartners.com>.

#### *About Kidney Care Partners*

*Kidney Care Partners is an alliance of patient advocates, dialysis professionals, providers and manufacturers working together to improve the quality of care for individuals with End Stage Renal Disease (ESRD).*

#### *About One Economy and the Public Internet Channel*

*One Economy Corporation is a global nonprofit organization that uses innovative approaches to deliver the power of technology and information to low-income people. More than 17 million people have used One Economy's online tools and resources, including the Public Internet Channel, an online network of public-purpose media—programming that engages, informs and inspires action. For more information visit: [www.one-economy.com](http://www.one-economy.com) and [www.pic.tv](http://www.pic.tv).*