



For Immediate Release

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**SHAD IRELAND'S "WHAT INSPIRES YOU TOUR" TO  
RAISE AWARENESS AROUND THE DANGERS AND  
LEADING CAUSES OF KIDNEY DISEASE**

**Dialysis Patient Shad Ireland will Bicycle more than 4,000 Miles Across the U.S. from  
Los Angeles to Washington, D.C. to Educate Others about the Risks of Kidney Disease**

**Los Angeles, CA --** Shad Ireland, a physically challenged triathlete who competes without kidneys, today announced that he will ride a bicycle across the United States from May 1 – July 30, 2009 to help raise awareness around the prevention of kidney disease as part of his “What Inspires You Tour.” Ireland, a dialysis patient, will encourage other patients to pursue their dreams while also delivering his message of education and prevention regarding the various health risks associated with kidney disease.

Shad Ireland was the first dialysis patient to ever complete an Ironman Triathlon consisting of a 2.4 mile swim, 112 mile bike ride and 26.2 mile run. Shad remains on dialysis and competes in triathlons despite not having kidneys after being diagnosed with kidney failure at age ten and surviving two failed kidney transplants.

Obesity, diabetes and high blood pressure are the leading causes of kidney failure in the United States. Ireland's message of education and prevention is aimed at the more than 27 million Americans who suffer from Chronic Kidney Disease (CKD), while another 21 million remain undiagnosed. There are currently 600,000 dialysis patient in the U.S.

Shad Ireland's “What Inspires You Tour” will take him on a more than 4,000 mile bike tour across the country beginning in San Pedro, California and ending in Washington, D.C. During his inspirational bike ride, Shad will encourage fellow patients to exercise, strive to be physically fit and to pursue their dreams despite their perceived limitations. In addition, Ireland will encourage the public to be screened for the leading causes of kidney disease during the ride at various community events, health screenings, and health fairs in local communities. For more information and a schedule of events, visit [www.WhatInspiresYou.us](http://www.WhatInspiresYou.us).

“I look forward to sharing my education and prevention message with thousands of people as I travel to communities across the country as part of my What Inspires You Tour,” said Shad Ireland. “Through the partnership we have created with corporate sponsors and supporters, we will make a positive impact in the lives of dialysis patients and millions of others at risk for kidney disease. We will show that through education, being informed of the various health risks and through the benefits of regular exercise that there are truly no limitations, only inspiration.”

The “What Inspires You Tour” is made possible by corporate partners supporting Shad Ireland as he works to deliver his education and prevention message relating to kidney disease. The corporate sponsors supporting the ride include Amgen, Fresenius Medical Care, One Economy and other leading companies in both the renal and non-renal community.

"Fresenius Medical Care is proud of our sponsorship of Shad Ireland, and we look forward to continuing that relationship and supporting the ‘What Inspires You Tour’ and the exciting new CKD prevention initiatives of Shad and his Foundation," said Tom Graham, VP Marketing for Fresenius Medical Services. "We have long appreciated the inspirational connection Shad can make with the entire renal community, not only through his notoriety as a triathlete, but because of his uncompromising philosophy that inspires others to emulate his success as an individual with end stage renal disease, who is achieving great things in life. We have sponsored him as one of our UltraCare initiatives, to bring his inspirational message to Fresenius clinics across the country and we look forward to our ongoing partnership."

“Shad Ireland is an inspiration to all who know him, his complete commitment to both his professional athletic endeavors and his dedication to raise awareness of kidney disease is remarkable,” said Preston Klassen, M.D., Executive Director, Global Development, Amgen. “Amgen is proud to continue our sponsorship of Shad during his latest, incredible challenge.”

“By working together, we can attack the problem of kidney disease. We will inform, inspire and make it easier for people to take action to help themselves,” said Rey Ramsey, chief executive officer of One Economy. “It is an honor to work with Shad and his team. The opportunities are immense.”

### **About Fresenius Medical Care North America**

Fresenius Medical Care North America is a subsidiary of Fresenius Medical Care AG & Co. KGaA, the world's largest integrated provider of products and services for individuals undergoing dialysis because of chronic kidney failure, a condition that affects more than 1,600,000 individuals worldwide. Through its network of 2,388 dialysis clinics in North America, Europe, Latin America, Asia-Pacific and Africa, Fresenius Medical Care provides dialysis treatment to approximately 184,080 patients around the globe. Fresenius Medical Care is also the world's leading provider of dialysis products such as hemodialysis machines, dialyzers and related disposable products. Fresenius Medical Care is listed on the Frankfurt Stock Exchange (FME, FME3) and the New York Stock Exchange (FMS, FMS-p).

For more information about Fresenius Medical Care's U.S. network of more than 1,700 dialysis facilities, visit the Company's website at [www.ultracare-dialysis.com](http://www.ultracare-dialysis.com) (in English and Spanish). For more information about Fresenius Medical Care, visit the Company's websites: [www.fmcna.com](http://www.fmcna.com) or [www.fmc-ag.com](http://www.fmc-ag.com).

### **About Amgen**

Amgen discovers, develops, manufactures and delivers innovative human therapeutics. A biotechnology pioneer since 1980, Amgen was one of the first companies to realize the new science's promise by bringing safe and effective medicines from lab, to manufacturing plant, to patient. Amgen therapeutics have changed the practice of medicine, helping millions of people around the world in the fight against cancer, kidney disorder, rheumatoid arthritis, and other serious illnesses. With a deep and broad pipeline of potential new medicines, Amgen remains committed to advancing science to dramatically improve people's lives. To learn more about our pioneering science and our vital medicines, visit <http://www.amgen.com>.

### **About One Economy**

One Economy is a global nonprofit that uses the power of technology and information to expand opportunities for low-income people. One Economy delivers online public-purpose resources and innovative programs to individuals and communities. Visit [www.one-economy.com](http://www.one-economy.com) for more information.

### **About The Shad Ireland Foundation**

The Shad Ireland Foundation was founded in 2004 to offer dialysis, transplant, CKD and diabetes patients the opportunity to improve their quality of life by positively incorporating physical fitness. For more information, visit [www.ShadIrelandFoundation.org](http://www.ShadIrelandFoundation.org) or [www.IronShad.com](http://www.IronShad.com)

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