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**Missouri Rib Cribs Triple Fundraising Goal
Despite Uncertain Economic Conditions**

American Diabetes Association benefits from restaurants' success

The current economic downturn didn't stop four Springfield area barbecue restaurants from joining together from March 2 to April 12 to raise \$9,406 – more than triple their fundraising goal – for the annual American Diabetes Association (ADA) Kiss-A-Pig fundraiser.

Patrons at the Rib Crib BBQ & Grill restaurants in Branson, Ozark and Springfield bought donor pin-ups to raise the majority of funds, which will help support ADA diabetes research, education and advocacy. In-kind donations also were provided and will be auctioned at the ADA Red Ball Gala on May 1.

“Many of our employees and their family members are diabetics,” said Bob Luke, regional manager of the Springfield area Rib Crib restaurants. “We believe it's our responsibility to help them find a cure for this life-threatening disease, which is why we've supported the American Diabetes Association since 1999.”

Servers at each restaurant competed to sell the most in-store pin-ups. The leading fundraisers at the restaurants were Savannah Amman, Linda Underwood, Angel Starr and Mary Alexander, who each received cash and other prizes from Rib Crib, Pepsi and the ADA for their efforts.

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The Kiss-A-Pig fundraiser originates from the 1920s discovery that a pig's pancreas can produce insulin – the first method of treating diabetes. Kissing a pig signifies appreciation toward the pig's role in finding a cure for diabetes.

“I am so amazed by the results of Rib Crib's fundraiser for the American Diabetes Association,” said Renee Paulsell, Missouri/Arkansas ADA executive director. “Their management and staff members really helped promote this event to make it such a success.”

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About Rib Crib BBQ & Grill

With 43 locations in eight states, Rib Crib offers a family-friendly menu featuring a wide variety of hickory-smoked meats served in sandwiches, dinners, salads and combination platters. Open daily for lunch and dinner, Rib Crib's bold barbecue is perfect for dining in, carryout or catering. Visit www.ribcrib.com for more information.

About the American Diabetes Association (ADA)

The American Diabetes Association is leading the fight against the deadly consequences of diabetes and fighting for those affected by diabetes. The ADA funds research to prevent, cure and manage diabetes; delivers services to hundreds of communities; provides objective and credible information; and gives voice to those denied their rights because of diabetes. For more information, call 1-800-DIABETES (1-800-342-2383) or visit www.diabetes.org.