

# Hill & Valley opens campaign at farmers market

## RI specialty bakery joins forces with diabetes association

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A national kickoff of sorts to the American Diabetes Association's Step Out: Walk to Fight Diabetes will take place today at the downtown Davenport farmers market.

Hill & Valley Premium Bakery, based in Rock Island, is a national promotional sponsor of

the American Diabetes Association. The event involves hundreds of walks throughout the country, including the Quad-Cities.

The company will debut its Fight Diabetes Café at today's farmers market, located in and near the Freight House at 421 W. River Drive, before conducting a road show beginning Oct. 3 in Philadelphia in conjunction with the national walks.

Hill & Valley is a major producer of sugar free and no-sugar-added baked goods. The company makes a variety of no-sugar sweets primarily for peo-

ple with diabetes, said Scott Florence, chief executive officer of the company that was started by his father-in-law, George Coin.

"There is a group of us that sponsor these walks in various spots of the country," he said. "And we are showcasing it in the Quad-Cities. We will be present in about 25 of these walks. We will have our big tent in five major cities across the country. This is a big deal for a local company to have such a big presence across the country."

Florence said the walks are the diabetes association's premier fundraising event with at least

100,000 walkers expected to participate across the country.

He said there are at least 30,000 people living with diabetes in the Quad-Cities and his company has been involved in the local walk the past few years. "This is our cause," he said.

The farmers market runs from 8 a.m. to 1 p.m. Hill & Valley will have information and signup available for the Oct. 11 Quad-City Step Out Walk, which will take place along the Davenport riverfront.

He said they also will be offering samples of their products.