



Cedric “The Entertainer”

Cedric “The Entertainer” is an award-winning comedian and actor best known for his crowd-pleasing performances in such hit films as *Barbershop*, *The Original Kings of Comedy* and the top-ranking *Madagascar* animated franchise.

Cedric's universal appeal, versatility, and tremendous career successes spanning television, live performances and film have solidified his standing as one of the premier entertainers in the world. He will soon launch another exciting project, serving as host of “Barber Battle,” an all-new, half-hour reality competition television series which will premiere later this year on The CW.

Like many Americans, Cedric has a family connection to diabetes. His dad has type 2 diabetes and is one of the more than 29 million Americans living with diabetes who also suffers from diabetic nerve pain (or painful diabetic peripheral neuropathy), a condition characterized by burning, shooting pain in the feet or hands.

Starting this year during American Diabetes Month® (November), Cedric is spreading the word about the condition and its connection to diabetes as part of **Step On Up™** - a new educational program developed by the American Diabetes Association and Pfizer Inc. He is encouraging people who have diabetes and diabetic nerve pain symptoms to have a real conversation with their doctor and take a step toward some pain relief.

Visit www.StepOnUp.com to find out more.

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