



For further information about Novo Nordisk Media Prize please visit novonordisk.com

**Winner of
Novo Nordisk Media Prize –
TV feature:
Vitor Jorge Ribeiro de Caldas**

Name: Vitor Jorge Ribeiro de Caldas

Age: 39

Birthplace: Cantanhede, Portugal

Residence: Sintra, Portugal

Professional experience: As a cameraman and reporter for national TV stations since 1989, Vitor Caldas has been on the scene of many world-shattering events – such as the attacks on the New York World Trade Center and the Madrid and London bombings. He has also reported from Bosnia, Israel, Angola and East Timor.

Most of the time he works in Portugal at the same national TV station as Carlos Rodrigues – SIC-TV.

For Vitor, the climb to the top of Mount Kilimanjaro was just as moving and extraordinary an experience as it was for Carlos. By the prize winner's own account it was tough to reach the top, to struggle against the physical exhaustion that hits hard at high altitude, while still completing his mission. He too drew strength and encouragement from the young people and readily admits that he would never have made it without their help and inspiration. "They were a fantastic group," as he puts it.

Vitor Caldas is convinced that public awareness of diabetes is increasing and he believes that events such as the expedition to Mount Kilimanjaro help to build knowledge of the disease. "I hope that my effort helped in one way or another," is his modest comment.