



2025-2026 PROSPECTUS

EDUTAINING THE DIABETES COMMUNITY SINCE 1995



TAKING CONTROL OF YOUR DIABETES®

A 501(c)(3) Nonprofit Charitable Educational Organization

5720 Oberlin Drive, Suite 150, San Diego, CA 92121
858.755.5683 | tcoyd.org

**SCAN TO
SEE THE
BEST OF
TCOYD®**



THE TCOYD® MISSION

Guided by the belief that every person with diabetes has the right to live a healthy, happy, and productive life, Taking Control Of Your Diabetes® educates and motivates people with diabetes to take a more active role in their condition, and provides innovative and integrative continuing diabetes education to medical professionals caring for people with diabetes.

THE TCOYD® VISION

For all people with diabetes and their loved ones to have full access to proper education and therapy to aid in the prevention, early detection, and aggressive management of diabetes and its complications.

MEET OUR EXPERT LEADERS



Steven V. Edelman, MD; Founder & Director, Taking Control Of Your Diabetes®; Endocrinologist; Professor of Medicine, University of California San Diego; Veterans Affairs Medical Center San Diego

I'M STEVE EDELMAN, founder of Taking Control Of Your Diabetes®. I was diagnosed with type 1 diabetes at 15 and was told that blindness, kidney failure and amputations were likely to occur after several years and that my life expectancy wouldn't exceed 20 years. I was not willing to settle for that, so I went into medicine to learn how to conquer this condition and to help others affected by it. I've been living with diabetes for over 55 years now and have dedicated my career to educating and empowering others with this condition to become active members of their healthcare teams so they can live long, healthy lives with diabetes.

DIABETES EDUCATOR OF THE YEAR

Honoree - Dr. Edelman
American Diabetes Association (ADA)

LIFETIME ACHIEVEMENT AWARD

Honoree - Dr. Edelman
Association of Diabetes Care & Education Specialists (ADCES)

DISTINCTION IN ENDOCRINOLOGY

Honoree - Dr. Edelman
American Association of Clinical Endocrinologists (AACE)

LEONARD AWARD

Honoree - Dr. Edelman
Lilly Diabetes



Jeremy Pettus, MD; Director, Type 1 Track & CME, Taking Control Of Your Diabetes®; Endocrinologist; Associate Clinical Professor of Medicine, UCSD School of Medicine, University of California San Diego

I'M JEREMY PETTUS, and was also diagnosed with type 1 diabetes at 15 years old. Since then, I've dedicated my career to educating and treating others like myself. In my research, I focus primarily on clinical trials that test new and innovative therapies for people living with diabetes. These include studies on medications to reverse or slow the progression of diabetes, islet cell transplantation strategies and device studies such as artificial pancreas technology. As somebody who has the disease myself, sees patients with type 1, and is actively working on curing/treating the disease, I am so happy to be a part of the TCOYD® education team.

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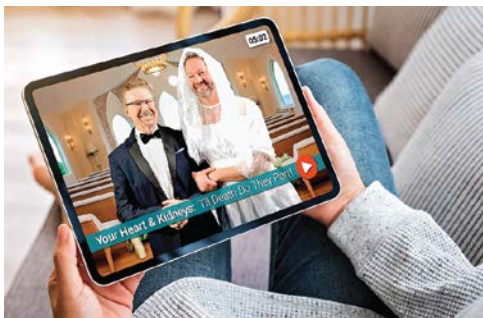
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OVER 1,200 UNIQUE TYPES OF CONTENT SUCH AS VIDEOS, LIVE BROADCASTS, ARTICLES AND PODCASTS WITH NEARLY 25 MILLION VIEWS

OVER 450 IN-PERSON & VIRTUAL PROGRAMS WITH OVER 480,000 PARTICIPANTS

OVER 22,000 COMMENTS & QUESTIONS SUBMITTED ONLINE, ALL PERSONALLY ANSWERED BY TCOYD EXPERTS



– Members from 219 Countries and Territories, and All 50 States –

AFTER PARTICIPATING IN TCOYD EDUCATION:

- **93% SAID** “I feel more knowledgeable about strategies to better self-manage my diabetes.”
- **87% SAID** “I feel more hopeful that I can improve control of my diabetes.”
- **49% SAID** “I have improved Time in Range (TIR).”
- **36% SAID** “I have improved my A1C.”
- **36% SAID** “I have decreased my number of hypoglycemic events.”
- **21% SAID** “I have started a new diabetes medication or modified diabetes medications.”
- **16% SAID** “I have started a new diabetes technology or changed diabetes technology.”

TCOYD® WINS!



2025 Bronze Telly Award:
Webseries - Comedy

2025 Bronze Telly Award:
Webseries - Education & Discovery

2024 Bronze Telly Award:
Online - Entertainment

2024 Bronze Telly Award:
Webseries - Education & Discovery

2023 Silver Telly Award:
Webseries - Music

2023 Silver Telly Award:
Webseries - Education & Discovery

2022 Bronze Telly Award:
Webseries - Education & Discovery

2014 Gold Telly Award



**2024 & 2025
CHARITY NAVIGATOR
4-Star Rating**



**2024, 2025 & 2026
GUIDESTAR
Platinum Seal of Transparency**



1995-2020
In-Person Conferences & Workshops

- 10-12 per year
- Over 300 conferences in over 70 cities
- Over 400,000 participants



2020-2024
Virtual Conferences & Workshops

- 12-16 per year
- Over 60 conferences
- Over 60 podcast episodes
- Over 3 million viewers



2025-2026
Digital Content & Education

- 80+ Edutaining videos per year (varied short-form/long-form)
- 5 live webinars/Q&A sessions per year
- 24 podcast episodes per year
- 2 face to face events per year
- 10 million people reached each year

HOW WE GET IMPORTANT DIABETES EDUCATION OUT TO AUDIENCES WHO NEED IT MOST

A streamlined approach in diabetes education designed to take viewers from awareness, to education, to taking action in their own healthcare plan.

STEP 1: TOPIC SELECTION

Find the most important and relevant topics

1. Ideas from Dr. Edelman, Dr. Pettus & the TCOYD Team
2. Keyword Research
3. Surveys from patient and HCP databases
4. Partner Requests
5. News Releases
6. Social Listening

STEP 2: CONTENT CREATION

Decide which format will best convey the information

1. Long-Form Video
2. Short-Form Video
3. Live Webinar
4. Article
5. Podcast
6. In-Person Event

STEP 3: EXPOSURE AND ENGAGEMENT

TCOYD’s marketing and social media teams develop an individualized strategy to disseminate the information based on topic, format and desired audience. Each campaign is monitored for the best engagement and optimized to be served to the audience most likely to benefit from the information.

WHO DO WE SERVE?

Our community is made up of a diverse group of actively engaged people living with diabetes, their loved ones, and medical professionals from around the world.



BREAKDOWN BY DIABETES TYPE

SOCIAL MEDIA AUDIENCE	TYPE 1 & Loved Ones - 48%	TYPE 2 & Loved Ones - 30%	HCP - 22%
WEBSITE USERS	TYPE 1 & Loved Ones - 40%	TYPE 2 & Loved Ones - 34%	HCP 26%
TCOYD® DATABASE	TYPE 1: 46%	TYPE 2: 38%	TYPE 3: (loved ones) 5% HCP 11%

BREAKDOWN BY AGE

SOCIAL MEDIA COMMUNITY	<18: 1%	25-34: 17%	35-44: 24%	45-54: 21%	55-64: 18%	65+: 15%
	18-24: 4%					
WEBSITE USERS	18-24: 7%	25-34: 14%	35-44: 18%	45-54: 18%	55-64: 21%	65+: 22%

TCOYD® DIGITAL ON-DEMAND PROGRAMMING



LONG-FORM VIDEOS FOR PEOPLE LIVING WITH DIABETES AND THEIR LOVED ONES (5-10 minutes)

Our content-rich video series provides the latest in diabetes education and entertainment. These 5-10 minute, topic-driven videos will include sit-downs with top diabetes specialists, product reviews, staying-in-range food challenges, real-world diabetes talk, fun games, and much more.



LONG-FORM VIDEOS FOR HEALTHCARE PROFESSIONALS (5-10 minutes)

TCOYD® aims to educate the educator with these information-packed short videos. This series is geared to help healthcare providers stay on top of this ever-changing disease by offering news about the latest medications and devices, and insights on how to talk to patients so they can better understand their condition.



SHORT-FORM REELS FOR PEOPLE LIVING WITH DIABETES AND THEIR LOVED ONES (1 minute)

Our 1-minute reels are designed to stimulate and engage the diabetes online community by providing instant knowledge, infused with humor and an understanding that nobody is doing diabetes alone.



SHORT-FORM REELS FOR HEALTHCARE PROFESSIONALS (1 minute)

Our 1-minute reels for providers offer bite-sized clinical pearls and rapid-fire updates designed for the busy clinician on the go. These high-energy videos distill complex data, new clinical guidelines, and practice management tips into quick, actionable insights that help providers optimize patient care.



LIVE WEBINARS (30+ minutes)

Our live-streamed programs explore diabetes-related topics including technology, weight management, heart and kidney care, type 1 research, emotional health, and more. Each program opens with important education on a specific topic followed by live Q&A with participants.



LIVE Q&A WITH THE ENDO (45+ minutes)

People living with diabetes have so many questions but so little time with their doctors...until now! This series will allow people the time and space to get their most pressing diabetes questions answered by longtime type 1s and world-renowned endocrinologists Dr. Steve Edelman and Dr. Jeremy Pettus, who will provide expert advice with empathy as someone who gets it. Individualized programs for type 1 and type 2 diabetes.



TCOYD® THE PODCAST (20-40 minutes)

Our podcast episodes take a deep dive into the day-to-day of living with diabetes. Our hosts Drs. E & P and their expert guests focus on concentrated topics, sharing their personal experiences, ensuring complete understanding from all our listeners.



NEWSLETTER ARTICLES

Our monthly digital newsletter helps our readers know about the latest news in diabetes, and offers educational resources, lifestyle tips, and more. Each SEO-optimized article includes expert medical guidance and real-world insights from the perspective of somebody living with diabetes.



TCOYD® NEWSY NEWS

Inspired by SNL's Weekend Update, this video news segment covers the latest updates, clinical data, and exciting advancements in diabetes care. Shared to both a patient and healthcare professional audience.



TCOYD® ORIGINAL SONGS

Original songs, written and performed by TCOYD® faculty, including Drs. E and P, bring music to the diabetes community in a way that's never been done! From rock songs and piano ballads to acoustic jams, the diabetes community feels heard while singing along to our funny lyrics.

TCOYD® IN-PERSON EVENTS

Bringing the diabetes community together to learn, connect, and support one another!



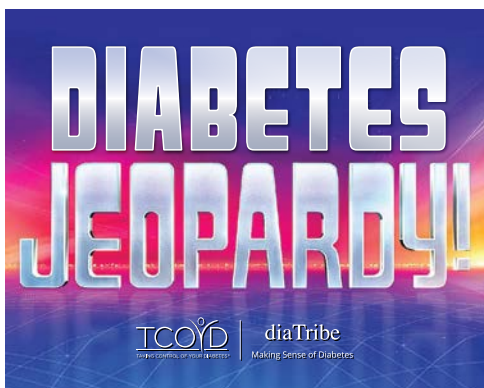
TCOYD® COMMUNITY CONNECTIONS (new for 2026)

Bringing the local community together to take a deep dive into the most impactful topics shaping diabetes care right now. It's an evening at the TCOYD studio with Drs. E and P, along with expert medical guests, discussing important topics in diabetes care such as disease modifying therapies, technology and devices, and medications such as GLP-1s and SGLT2s, including real stories from people who have lived the experience and Q&A to address all questions and concerns. A great place for people with diabetes to connect and share stories over tacos with TCOYD.



TCOYD® ONE

The ultimate three-day conference and retreat, bringing adults with type 1 diabetes and their loved ones from around the world together for a life changing weekend at Paradise Point Resort in San Diego. Led by Drs. Edelman and Pettus, along with a world-class team of diabetes specialists—many of whom live with T1D themselves—this event offers a deep dive into the latest advancements in diabetes technology, therapies, and daily management strategies. The weekend balances high-level medical education with plenty of opportunities to build lasting connections over meals and evening social events. A premier destination for the T1D community to learn, recharge, and take control in a tropical island setting.



TCOYD® FORUM: Jeopardy! Style (co-hosted with diaTribe)

The most electrifying educational event to close out the ADA Scientific Sessions. This one-of-a-kind experience transforms complex clinical data into a high-energy, game-show-style competition where the brightest minds in diabetes go head-to-head to break down the latest medical breakthroughs—including updates on continuous ketone monitoring, dual and triple agonists, and the newest in AID technology—into a fast-paced, interactive format. It's the ultimate way for healthcare professionals and advocates to unwind, network over an open bar and appetizers, and digest the biggest news from the ADA meeting with plenty of laughter and insight.

HEAR DIRECTLY FROM OUR COMMUNITY



I STARTED WATCHING your podcast soon after my daughter was diagnosed with type 1 diabetes. Your approach is what kept me sane and calm through this learning process and adjustment. What I found with you guys is advice that allowed our daughter to thrive—small things such as breakfast tips, food challenges, advice against rage bolusing with sticky highs, excellent guests, and look into the future therapies is extremely helpful for me and my spouse. Your excellent podcast that is grounded in science and your calm approach really made a difference in our life.



THANK YOU FOR OPENLY SHARING your adventures with diabetes. Listening to you speak of the early years is very emotional and important to me. I re-experience those times again but with an understanding of how accomplished and fortunate I am to still be here today. Please understand that I have stories of misadventures, challenges and tiredness but I am proud of my hard work and the life I have created. Your words have reminded me of that, thank you. Keep up the extraordinary work, it is making a difference.



THANK YOU FOR ALL YOU DO! Dr. Edelman and Dr. Pettus have given us hope for the first time in 30+ years. I am a retired physician and have found your videos and other resources on TCOYD invaluable. I have been very disappointed concerning the lack of knowledge and interest among physicians, even endocrinologists with regard to T1D. God Bless you both from a very grateful mother.



NET PROMOTER SCORE: 82

A Net Promoter Score is a member experience metric that measures member loyalty and is predictive of growth. A score of 50 and above is considered excellent, while 80 and above is considered world-class.



TCOYD® EDUTAINING VIDEOS



Speed Dating Your Automated Insulin Delivery System



ATTD 2025: Diabetes Technology Highlights



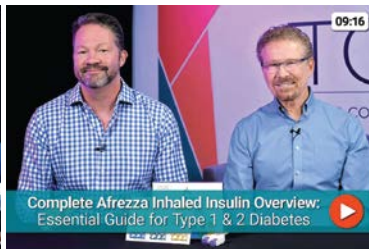
Diabetes Distress, Diabetes Burnout, & Related Depression



Severe Low Blood Sugar Stories from Endos Who Have Diabetes



TCOYD® Newsy News



Inhaled Insulin (Afrezza) Explained



Teenagers & Diabetes: Tips for Growing Up with T1D



What to Do IMMEDIATELY After a Type 1 Diabetes Diagnosis



Cortisol & Hard-to-Control Type 2 Diabetes



How to Prepare Your Diabetes Patient for Hospitalization



Triglycerides: What They Mean and How to Lower Them



Making the Connection: Patients and Providers



Finding Your MiniMed's Perfect CGM Match



Time-in-Range Food Challenge: California Burrito



The Diabetes Guide for Aging Well



Diabetes Superstar TCOYD Original Song

TCOYD® THE PODCAST!



GLP-1s - One Class of Drugs with Many Different Names



What Sets these Diabetes Devices Apart?



The Emotional Side of Diabetes



Navigating Kidney & Pancreas Transplants in Type 1 Diabetes



How Diabetes Affects Your Skin: Dermatological Issues



Teens! Managing Diabetes Through the Rebellious Years



Why Early Screening for Type 1 Diabetes Matters



Do THIS if You are Diagnosed with Type 1 Diabetes



Top 10 Things To Do When You are Diagnosed with Type 2



Hypercortisolism, an Overlooked Condition in Type 2 Diabetes



Diabetes Cure with AAV Gene Therapy?



Diabetes and Associated Autoimmune Conditions



Dexcom G7 Sensor, 15-Day Sensor, and Upcoming G8



SGLT Inhibitors & What's Next for Type 1 Diabetes



2026 Diabetes Predictions



Diabetes and Inflammation



Travel Tips From a T1D Commercial Pilot



T1D to 100: How to Live a Long, Healthy, and Happy Life



Getting More Out of Diabetes Technology – with Diabetech



Your Starter Kit for Type 1 Diabetes

TCOYD® ARTICLES



Diabetes and Bone Health: How to Support Your Skeleton



8 Diabetes Device Hacks to Help You Stay in Range



Automated Insulin Delivery Systems: Which One Is Right for You?



10 Tips to Deal with Diabetes Burnout



Automated Insulin Delivery Success with the MiniMed 780G



CGM vs Fingertick Accuracy: How Close Should the Values Be?



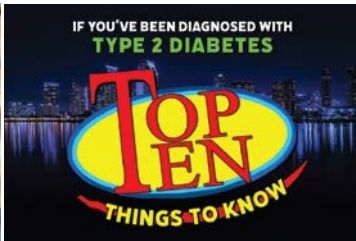
Traveling with Diabetes: 10 Tips to Know Before You Go



I Have Both Type 1 & Type 2 Diabetes?! WTF Is Up with Double Diabetes?!



Autoimmune Conditions & T1D



10 Things to Know If You've Been Diagnosed with Type 2 Diabetes



DKA or Flu? The Life-Saving Difference You Need To Know



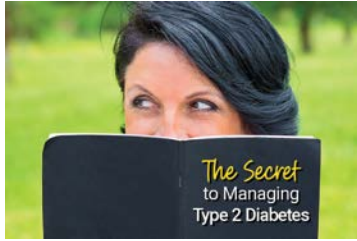
Diabetes and the Prostate: To Pee or Not to Pee!



How Has Dr. E Lived So Well with Diabetes for Over 55 Years?



How to Psych Out Your Dr: 10 Effective Strategies to Get What You Need!



The Secret to Managing Type 2 Diabetes for 40 Years



Ask Dr. E: Can You Get Rid of Diabetes?



How Diabetes and Inflammation Can Fire You Up...Not in a Good Way!



New Diabetes Devices and Breakthroughs in 2026!



Sex and Diabetes: How to Have a Successful Threesome



Alcohol and Diabetes: How to Protect Yourself from Drunk You!



Ask Dr. E: Call My Liver FAT One More Time and See What Happens!



Listen Up! What You Need to Know about Diabetes and Hearing Loss



Does Insulin Resistance in Type 2 Diabetes Increase with Age?



Having Diabetes & Celiac Disease is More Common than You Think!



– 2026 UPCOMING TCOYD® LIVE AND Q&A SESSIONS –

- JULY 8, 2026 | VIRTUAL FORUM - Steve Edelman, MD & Jeremy Pettus, MD
- AUGUST 15, 2026 | ONE - LIVE STREAMED
- OCTOBER 21, 2026 | TCOYD® LIVE FOR TYPE 2S - Steve Edelman, MD & Jeremy Pettus, MD
- NOVEMBER 18, 2026 | TCOYD® LIVE FOR TYPE 1S - Steve Edelman, MD & Jeremy Pettus, MD



ONE **2025** THE ULTIMATE CONFERENCE & RETREAT FOR ADULTS WITH TYPE 1 & THEIR LOVED ONES

AUGUST 8-10, 2025!
 — SAN DIEGO, CA —
 PARADISE POINT RESORT & SPA

OVER 600 PARTICIPANTS FROM 30 STATES AND 5 COUNTRIES

TCOYD
TAKING CONTROL OF YOUR DIABETES®



TYPE 1: 81%	TYPE 3 (loved ones): 19%
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“ I do not have any friends or family with Type 1. It can be pretty lonely sometimes! I took a big chance on this retreat and what touched me most deeply was connecting with others who understand what my life is like. I loved having medical professionals there with Type 1, as well. I felt seen and understood in a way that I don't know if I've ever felt. Just being in the presence of others who share my struggles and my hopes and dreams but also my determination to live my best life was absolutely life-changing. Thank you especially to Dr. Steve and Dr. Jeremy for BEING REAL. ”




ONE **2026**

AUGUST 14-16, 2026
 — San Diego, CA —
 PARADISE POINT RESORT & SPA

CONTINUING MEDICAL EDUCATION FOR HEALTHCARE PROFESSIONALS



TCOYD® CME programs provide quality, complimentary education for healthcare professionals wanting to expand their knowledge of diabetes management. Our programs are content-rich and evidence-based, providing innovative education that impacts physicians' knowledge, competence, and performance, resulting in improved patient care. All programs are offered as free enduring webinars that can be taken at any time online to allow flexibility for busy provider schedules.

RAPID FIRE CGM INTERPRETATION FOR EFFICIENT AND EFFECTIVE PATIENT CARE
 – An Enduring CME Activity – 1.0 CEUs –

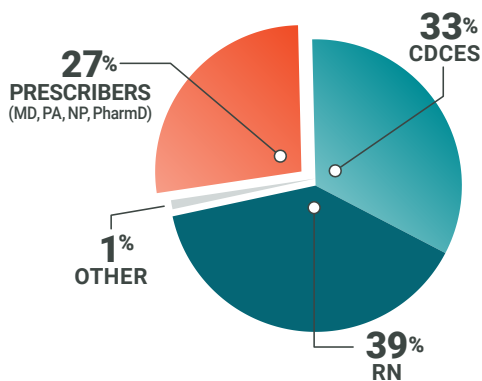
TIME OF RANGES	Percentage	Count
Very High (>200 mg/dL)	20%	(n=43)
High (180-200 mg/dL)	23%	(n=51)
Target Range (100-180 mg/dL)	47%	(n=103)
Low (60-100 mg/dL)	4%	(n=9)
Very Low (<60 mg/dL)	4%	(n=9)

TCOYD

January 2024 – January 2027
OVER 5,750 PARTICIPANTS

CONTINUOUS KETONE MONITORING (CKM) FOR PATIENTS WITH DIABETES: WHAT PRACTITIONERS NEED TO KNOW
 – 1.0 CEUs | 1 Hour Session –

September 2025-September 2026
OVER 3,870 PARTICIPANTS



WHO IS PARTICIPATING?

- 93% SAID** "Overall, I am satisfied with this learning activity."
- 93% SAID** "The format of this activity was conducive to learning."
- 92% SAID** "My expectations and educational needs related to this topic were met."
- 92% SAID** "Relative to where I was prior to participating in this activity, I am confident that this activity improved my knowledge and/or skills on this topic."

PARTICIPANTS OF THIS PROGRAM SAID:

"The approach is fun and very conducive to learning sometimes difficult information. Thank you."
"Excellent topic spoken from an MD perspective and a PWD perspective."
"Great learning experience and outcomes."
"I love you guys. You make learning fun."

COMING SOON - Launching September 2026

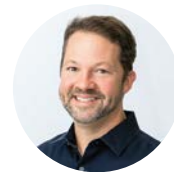
Continuous Ketone Monitoring: A New Era for the Early Identification and Treatment of Diabetic Ketoacidosis, a Common Condition That Leads to Significant Morbidity and Mortality



2025 FORUM HOSTS



STEVEN V. EDELMAN, MD
 Founder & Director, TCOYD®;
 Professor of Medicine, University of California San Diego;
 Veterans Affairs Medical Center San Diego



JEREMY PETTUS, MD
 Director, Type 1 Diabetes, TCOYD®;
 Associate Professor, Endocrinology,
 University of California San Diego

2025 CONTESTANTS/PANELISTS



ATHENA PHILIS-TSIMIKAS, MD



JUAN PABLO FRIAS, MD



JUSTIN GREGORY, MD



LESLIE EILAND, MD

2025 TOPICS

Diabetes Technology

- Hybrid Closed Loop Systems with AID (5 different ones)
- Updates in CGMs (Dexcom, Abbott and Eversense updates)
- Closed Loop dual hormonal systems (Insulin/Glucagon)
- Continuous Ketone Monitoring

Cardio-Renal-Hepatic Metabolic Syndromes

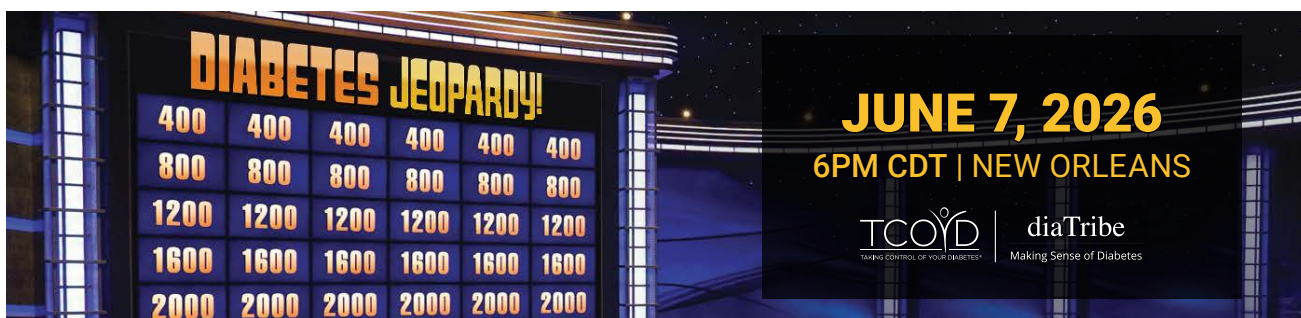
- Approaches to prevention
- Early diagnosis with laboratory tests:
 - UA/CR, Fib 4, Cardiac Echo, BNP
- Effective treatment options:
 - SGLT inhibitors, GLP-1 RAs, dual agonists, new medications (Resmetirom, Rezdifra)

Obesity/GLP-1/Dual and new triple agonists

- Ultra high dose GLP-1s
- Update on FDA indications and the ever-growing benefits on:
 - Heart, Kidney, Liver, Obstructive Sleep Apnea, Prediabetes

Type 1 Diabetes

- Define the 3 stages and the approaches using prevention in stages 1 and 2 (teplizumab or TZIELD)
- Preservation for early stage 3
- Replacement for later stage 3
- Stage 3 approved treatments such as:
 - – Afrezza (new data from INHALE 1 and 3), Toujeo, Tresiba



TCOYD® LEADERSHIP



STEVEN V. EDELMAN, MD
 Founder & Director, TCOYD®;
 Endocrinologist;
 Professor of Medicine, UCSD;
 Veterans Affairs Medical Center



BRITTANY CARNEY
 Executive Director and
 Director of Marketing &
 Communications, TCOYD®



JEREMY PETTUS, MD
 Type 1 & CME Director, TCOYD®;
 Endocrinologist;
 Associate Clinical Professor
 of Medicine, UCSD;

TCOYD® CORE FACULTY



TRICIA SANTOS, MD
 Co-Director, Type 2, TCOYD®;
 Endocrinologist;
 Associate Clinical Professor
 of Medicine, UCSD



SCHAFER BOEDER, MD
 Co-Director, Type 2, TCOYD®;
 Endocrinologist;
 Diabetes Researcher



**WILLIAM POLONSKY
 PhD, CDCES**
 Clinical Psychologist;
 Founder & CEO,
 Behavioral Diabetes Institute

– PLUS OVER 1,000 EXPERT FACULTY MEMBERS –

TCOYD® TEAM



**MICHELLE
 DAY**
 Programming
 & Events
 Director



**LYNNE
 SCHARF**
 Content
 Coordinator



**TABITHA
 THOMPSON**
 Creative
 Development
 Manager



**JOSEPH
 CARROLL**
 Health Fairs &
 Donor Relations
 Manager



**JULIE
 HINES**
 Accountant



**ERIK
 BERG**
 Director of
 TCOYD®
 Productions



**MAX
 TANASIYCHUK**
 Marketing
 Manager



**CHRISTIAN
 CORPUZ**
 Social Media
 Coordinator

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