



NEWS RELEASE

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5500 PREVENTABLE FRACTURES PILED HIGH

Friday., Oct. 13, 2012, Southdale Center

Cast Mountain installation depicting the number of preventable fractures that occur every day.

Cast Mountain

Every year, two million bone breaks occur that are not accidents, but signs of osteoporosis. Many fractures remain undiagnosed and untreated, leading to serious disabilities and even death.

To bring the severity of this problem to life, "Cast Mountain," the centerpiece of the National Bone Health Alliance's 2Million2Many awareness campaign (www.2Million2Many.org) will be installed at Southdale Center on Thursday night and be on display through Saturday night. The display is a 12-foot high by 12-foot wide "mountain" of casts representing the 5,500 bone breaks that occur in just one day in the U.S.

"Fractures can be debilitating, extremely painful and even deadly," said Kathleen Cody, Executive Director, American Bone Health. "We encourage people, especially those with osteoporosis, to learn more about bone health and how to prevent fractures."



To increase awareness of bone health and the debilitating effects of fractures, American Bone Health is hosting the first ever 2.6k bone health walk and clinic for people of all ages and abilities on Sat., Oct. 13 at Southdale Center, Edina.

"This special event is an opportunity for walkers of all ages to learn about the importance of bone health in a social environment. It is never too soon to know about healthy bones and how to prevent osteoporosis and fractures," says Cody.

The 2.6k walk route along the Southdale concourse honors the 26 bones in our spine and is a reminder to protect them from bone breaks. Information on bone health will be available along the walk. The walk is free and open to the public.

Pre-registration is now available. For more information about Walk Tall for Life and to pre-register, go to www.americanbonehealth.org or call (888) 266-3015.

Walk Tall for Life is sponsored by Amgen and through grants from Medtronic and Lilly.

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About American Bone Health

The mission of American Bone Health is to mobilize communities with timely bone health information that supports strong and healthy bones and prevents osteoporosis and fractures. Established by the Foundation for Osteoporosis Research and Education (FORE) as a grassroots, community-based health organization, American Bone Health builds capacity for local outreach through technical support, programs and public awareness campaigns. American Bone Health engages public advocates for osteoporosis prevention, detection and treatment. For more information, go to www.americanbonehealth.org.

The 2.6 kilometer walk, representing the 26 vertebrae of the spine, will start at 9:45 a.m. at Center Court of Southdale Center in Edina and will proceed throughout the mall. Four exercise clinics will be situated along the route where walker will learn how to add bone safe exercise to their routines. These routines, along with walking, will help improve balance, strength and posture – all good exercises to help prevent fractures. The walk will be followed by information on bone health from our sponsors.

The walk and health fair are free of charge. The first 500 participants who register will receive free t-shirts. Pre-registration is encouraged, but registration will also be available the morning of the event