



******* MEDIA ALERT *******

**THE GLOBAL BURDEN OF OSTEOPOROSIS AND BROKEN BONES AFFECTS
200 MILLION PEOPLE WORLDWIDE AND COSTS MORE THAN \$45 BILLION
- WHAT'S THE SOLUTION?**

- WHO:** International and U.S. leaders in bone health and fracture prevention, including: the International Osteoporosis Foundation (IOF); National Osteoporosis Foundation (NOF); National Bone Health Alliance (NBHA); and the American Society of Bone and Mineral Research (ASBMR) will host a joint press event during the ASBMR 2014 Annual Meeting in Houston to share new statistics and facts about the burden of osteoporosis and fractures in the U.S. and globally and what can be done to prevent it.
- WHAT:** Please join us for a media event discussing osteoporosis and secondary fracture prevention. Osteoporosis is a disease in which the density and quality of bone are reduced. As bones become more porous and fragile, the risk of fracture is greatly increased.
- Once a person fractures, the likelihood of them having a secondary fracture more than doubles.
 - New programs are being tested in the U.S. and globally to prevent secondary fractures and therefore reduce the physical and financial burden of the disease.
 - Experts from the world's leading bone health organizations will share details on what's being done and how it will have an impact.
- WHEN:** Thursday, September 11, 2014
12:30-1:45 PM (CT) - LUNCH WILL BE PROVIDED
- WHERE:** Hilton-Americas Hotel
1600 Lamar Street, Houston, TX
Ballroom of the Americas C
- WHY:**
- Worldwide, osteoporosis causes more than 8.9 million fractures annually, resulting in an osteoporotic fracture every 3 seconds
 - 54 million Americans are affected by osteoporosis and low bone mass, putting them at greater risk for fractures
 - Worldwide, 1 in 3 women over age 50 will experience osteoporotic fractures, as will 1 in 5 men
- CONTACT:** Claire Gill, Sr. Director of Marketing, NOF, claire.gill@nof.org or 917-327-7916 (cell)
- Media interested in attending the ASBMR 2014 Annual Meeting, please contact Amanda Wood-Darvill at awood@asbmr.org to register.