Medtronic News

American Bone Health, Medtronic and San Francisco Area Hospitals Join Forces to Raise Awareness of Spinal Fractures

First-Ever Spinal Fracture Awareness Walk and Health Fair Set for Nov. 14, 2010

SAN FRANCISCO, Oct 13, 2010 (BUSINESS WIRE) --

To increase awareness of the debilitating effects of spinal fractures and the symptoms, causes and available treatments, American Bone Health; Medtronic, Inc. (NYSE:MDT); UCSF Medical Center; and Spinal Diagnostics and Treatment Center have joined forces to host the first-ever Walk Tall For Life Spinal Fracture Awareness Walk and Health Fair in San Francisco on Sunday, Nov. 14, 2010. The event is free and open to the public.

An estimated 900,000 spinal compression fractures occur each year in the United States, mainly in women suffering from osteoporosis. Unfortunately many spinal fractures remain undiagnosed and untreated. Spinal fractures left unrepaired cause additional health problems that reduce quality of life and accelerate mortality, according to studies.

"Spinal fractures may be debilitating, extremely painful and deadly if left untreated," said Kathleen Cody, Executive Director, American Bone Health. "We encourage women, especially those with osteoporosis, and their loved ones to join us on November 14 to learn about the symptoms, causes and treatments of spinal fractures so that we can help prevent the potential pain, disability and loss of life caused by these fractures."

Joanie Greggains, popular and respected authority in the health and fitness field, will act as the grand marshal of the first-time event. Joanie is known for her TV Exercise Show, Morning Stretch, which aired for 18 years, and her current talk-radio show, The Joanie Greggains Show, which averages 250,000 listeners each Saturday on KGO Radio 810 AM in San Francisco. She has written three books -- Total Body Shape Up, Fit Happens and the Fat Flush Fitness Plan. She has produced, choreographed and starred in 15 Exercise Videos, which earned her nine gold and six platinum Videocassette Awards. She also earned two Gold Records for sales of over one million audio exercise workouts.

The 3.3 kilometer walk, representing the 33 vertebrae of the spine, will start at 10 a.m. at the Justin Herman Plaza and will proceed along the bay-front Embarcadero, ending back at the Justin Herman Plaza for a total of about two miles. Rest stops and refreshments will be available along the route.

Participants will be provided with wrist weights to help encourage weight-bearing exercise, a critically important component to maintain strong bones and prevent fractures caused by osteoporosis. The walk will also feature members of Nocturnal Sunshine Stiltwalking Performance Troupe. The walk will be followed by a free health fair with booths featuring information from the event's sponsors, vendors focused on nutrition and fitness, and local non-profit organizations.

Media sponsors for the walk are CBS 5 KPIX-TV and Univision 14/Telefutura 66 of San Francisco.

The walk and health fair are free of charge. The first 500 participants who register will receive free t-shirts and wrist weights. Pre-registration is encouraged, but registration will also be available the morning of the event. For more information about the Walk Tall For Life Spinal Fracture Awareness Walk and Health Fair and to register, please visit www.walktallforlife.com or call (415) 759-2690. For more information on spinal fractures, go to www.spinalfracture.com.

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 preventsosteoporosis 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.

About UCSF Medical Center

UCSF Medical Center is recognized throughout the world as a leading academic medical center that provides innovative treatments, uses advanced technology, fosters collaboration among clinicians and scientists, and employs a compassionate team of doctors, nurses and staff. For more information, go to www.ucsfmedicalcenter.org.

About Spinal Diagnostics and Treatment Center

Spinal Diagnostics and Treatment Center is a freestanding ambulatory surgery center. The facility is technologically state of the art, designed to provide the most modern and up to date diagnoses and treatment for patients with spine disorders. For more information, go to www.spinaldiagnostics.com.

About Medtronic's Spinal and Biologics Business

The Spinal and Biologics business is based in Memphis, Tenn. It is the global leader in today's spine market and is committed to advancing the treatment of spinal conditions. The Spinal and Biologics business works with world-renowned surgeons, researchers and innovative partners to offer state-of-the-art products and technologies for neurological, orthopedic, dental and spinal conditions. Medtronic is committed to developing affordable, minimally invasive procedures that provide lifestyle-friendly surgical therapies. More information about the company and its treatment therapies can be found at www.medtronic.com and its patient-education Web sites, www.back.com, www.iscoliosis.com, www.maturespine.com and www.necksurgery.com.

SOURCE: Medtronic, Inc.

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