Medtronic News

Medtronic Marks Bladder Health Awareness Month with National Women's Health Campaign

Educational Campaign Encourages Women to Seek Support for Bladder Control Issues

MINNEAPOLIS, Nov 04, 2010 (BUSINESS WIRE) --

In support of Bladder Health Awareness Month and the struggles 33 million Americans face year-round with bladder control issues, Medtronic, Inc. (NYSE: MDT) is extending its national women's health campaign, *Facing Our Moments Together(TM)*. The campaign, conducted in partnership with leading patient advocacy groups, is designed to encourage women with overactive bladder (OAB) to face their bladder control issues and reclaim the important life moments that often are missed due to concerns about bladder control.

More than one in six adult Americans - many being women - experience bladder control issues. As a result they often suffer from embarrassing symptoms that can severely impact day-to-day living. Unfortunately, many people with OAB do not recognize that they have a treatable condition and continue to struggle for years before finding the right treatment option.

"Overactive bladder can have a substantial impact on daily living, which often results in a woman's sense of control and happiness being compromised," said Cindy Kent, vice president for Urology, Gastroenterology and Deep Brain Stimulation Therapies in Medtronic's Neuromodulation business. "Medtronic has seen positive momentum through our awareness campaign, and we want to help more women understand their condition and what they can do to treat it."

This year's *Facing Our Moments Together* campaign features a series of both fun and educational *Girls' Time Out* events during the month of November where women have the opportunity to talk to a bladder health expert and meet other women who suffer from similar conditions. *Girls' Time Out* events are being hosted by partner hospitals and clinics in more than 25 cities throughout the country.

The campaign is a partnership between Medtronic and women's health advocacy groups Accidental Sisterhood Foundation and Women's Health Foundation. As part of this partnership, Medtronic has provided grants to both foundations to support their activities in connection with this awareness campaign. In addition, Dr. Donnica Moore, a leading women's health expert, continues to participate in various campaign activities as a paid consultant to Medtronic to help women understand that that they can have freedom from OAB.

"The debilitating symptoms of OAB, if left untreated, can affect a woman's personal relationships, career and everyday tasks," said Dr. Moore, founder and president of DrDonnica.com and Sapphire Women's Health Group LLC. "Too many women live in silence and are embarrassed to discuss their condition even with their physicians. This campaign is all about letting women know they're not alone and giving them hope and confidence to take back their lives."

To learn more about the campaign, register for a *Girls' Time Out* event and access OAB educational resources, visit www.facingourmoments.com.

About the Accidental Sisterhood Foundation
The Accidental Sisterhood Foundation promotes health education for women, with a special emphasis on improving female pelvic floor health. The Foundation supports informational programs to ensure that women recognize and understand the highly treatable and preventable nature of pelvic floor issues and get the help they need. For more information, visit www.AccidentalSisterhood.com.

About Women's Health Foundation (WHF)

Founded in 2004, Women's Health Foundation (WHF) is a nonprofit organization focused on providing life strategies, community-based programs and services, and events to encourage women to proactively manage their pelvic health and wellness. Dedicated to eliminating the Sisterhood of Silence and creating a Sisterhood of Strength, WHF is becoming the nation's most visible and passionate champion of women's pelvic wellness issues. Headquartered in Chicago, Women's Health Foundation sponsors programs in Alaska, Arizona, Colorado, Florida, Georgia, Indiana, Massachusetts, Missouri, South Carolina, Wisconsin and throughout the Chicagoland area. To learn more, visit www.womenshealthfoundation.org.

About Medtronic
Medtronic, Inc. (www.medtronic.com), headquartered in Minneapolis, is the global leader in medical technology - alleviating pain, restoring health, and extending life for millions of people around the world.

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SOURCE: Medtronic, Inc.

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