



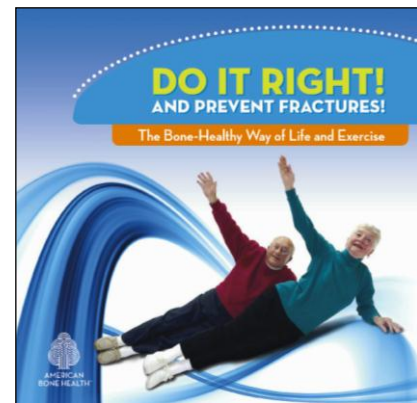
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Contact: Emely Escobar
(510) 832-2663

American Bone Health Wins Award in 2011 National Mature Media Awards Program

American Bone Health was a winner in the 20th annual National Mature Media Awards Program. The program, presented by the Mature Market Resource Center, recognizes the nation's finest marketing, communications, educational materials, and programs designed and produced for older adults.

Do It Right! And Prevent Fractures! The Bone Healthy Way of Life and Exercise received a Gold Award in the marketing and communications category of the National Community Organizations division. Those involved with the design of the education booklet include physical therapist Sherri Betz, Kathleen Cody and Michael Arnaud. The booklet was endorsed by the Bone Health Special Interest Group of the Section of Geriatrics, American Physical Therapy Association.



“We were delighted to receive this recognition from the Mature Media Awards Program,” says Kathleen Cody, Executive Director of American Bone Health. “The educational booklet is simple and easy to understand, and we hope that many older adults will find it helpful.”

Nearly 1,000 entries were judged by a distinguished panel of mature market experts from across the United States for overall excellence of design, content, creativity and relevance to the senior market.

American Bone Health, established by the Foundation for Osteoporosis Research and Education (FORE), is a grassroots, community-based organization providing support and education to the public to promote bone health and reduce the risk of osteoporosis and fractures through detection, treatment and prevention.

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