

# get back<sup>UP</sup>today

## **FOR IMMEDIATE RELEASE**

Contact:

Ashley Watkins  
For Allard USA  
336.217.4270  
awatkins@bouvierkelly.com

### **National Marathoner with Partial Paralysis Pays it Forward in Raleigh**

*TeamUP Captain, Beth Deloria will perseveres despite paralysis to illustrate her own story, which spawned the national grassroots Get Back Up movement.*

**Raleigh, NC – March 18, 2014** – “The kind of psychological blow that I experienced is what thousands of people are facing as they come to terms with the paralysis of foot drop,” says Beth Deloria. As a marathoner unwilling to give up an integral part of her life to foot drop, Deloria spent countless hours researching her condition and a solution that would make running possible again. She found one, and her goal is to make sure no foot drop sufferer is alone behind a computer desperately searching for answers.

Deloria’s dedication to helping others Get Back Up has spawned a national grassroots movement and a virtual community of people determined to overcome the challenges they face. Deloria says, “The goal of Get Back Up Today is to create an international network of cheerleaders named Team UP who support and inspire one another.”

To illustrate her own Get Back Up story, Deloria will be in Raleigh, NC to compete in the April 13 Rock N Roll Raleigh Half Marathon. Over the last two years, while running in more than 50 events, it was the inspiring stories shared by others that led to the formation of TeamUP, the first and only national foot drop team.

Deloria was diagnosed with foot drop in 2004 after a spinal injury that resulted in paralysis of the muscles of her left foot and ankle. She had lost the ability to flex her foot upward, as is necessary for a natural walking or running gait. Prior to the spinal injury, Deloria had competed in major marathon events from Chicago, IL

to Boston, MA. “My capability essentially declined from running over 26 miles regularly to having difficulty walking without tripping,” she says. “That realization was as much a psychological injury as it was a physical issue. There can be an enormous emotional toll when foot drop prevents you from getting around well enough to live your life.”

Deloria is able to compete in marathons with the support of a technologically advanced, carbon fiber orthotic device named ToeOFF®, which is made by Allard USA. The brace she uses to run is designed to mimic the biophysical movement of the muscles in her legs and feet. The many causes of foot drop include stroke, multiple sclerosis, muscular dystrophy, Charcot-Marie-Tooth Disease and other conditions.

Deloria says running in spite of foot drop has significance that goes beyond her race results. “I know from personal experience the importance of preventing a physical condition from taking away the things you want to do in life,” she says.

Deloria is Manager of Community Outreach for Allard USA, the company that manufactures the ToeOFF® brace. Learn more about Beth Deloria, TeamUP’s effort to help others overcome foot drop, and the Get Back Up Today virtual community at:

**[allardusa.com/beth/](http://allardusa.com/beth/)**

**[facebook.com/getbackuptoday](https://facebook.com/getbackuptoday)**

**[Twitter.com/getbackuptoday](https://twitter.com/getbackuptoday)**

**[getbackuptoday.blogspot.com](http://getbackuptoday.blogspot.com)**

**###**

#### **About Allard USA**

Allard USA is a subsidiary of Allard International, recognized worldwide as a leader of innovative orthotic devices, privately owned by Peter Allard and based in Helsingborg, Sweden. Allard USA is committed to working together with Orthotic and Prosthetic facilities and medical professionals throughout North America to offer innovative orthotic solutions that will help improve function and quality of life for individuals with physical challenges.