



FOR IMMEDIATE RELEASE

Contact:

Ashley Watkins

For Allard USA

336.217.4270

awatkins@bouvierkelly.com

**National Marathoner and Foot Drop Advocate Beth Deloria
Runs Franklin Half Marathon and Challenges Locals to Get Back Up Today**

Share your act of Getting Back Up Today and find others who've pledged to overcome a mobility issue within Allard USA's virtual TeamUP community

Franklin, TN – May 14, 2014 – “The kind of psychological blow that I experienced is what thousands of people are facing as they come to terms with foot drop,” says Beth Deloria.

As a marathoner unwilling to give up an integral part of her life to foot drop, or paralysis of the lower leg, ankle or foot, Deloria spent countless hours researching her condition and a treatment that would make running possible again. She found one, and this year, her goal is to make sure no foot drop sufferer is alone behind a computer desperately searching for answers. At www.GetBackUpToday.com, become a member of TeamUP, the nation's first foot drop team, and join a virtual community of foot drop patients and loyal advocates. Enter a name, location and a Get Back Up story, and then find other patients that may be in a nearby city and across the country to begin to connect and share with the team.

Deloria says, “The goal of Get Back Up Today is to create an national network of your biggest cheerleaders and most valuable resources to inspire you to hold steadfast to your journey of getting back up. Family and friends of foot drop suffers, as well as, physicians and foot drop doctors are invited to join.”

To illustrate her own story, Deloria will run the Franklin Half Marathon on Saturday, June 7, in Franklin. But she knows all too well how much foot drop has affected her life.

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. “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®, 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. In addition to a spinal injury, 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 hope my experience battling foot drop can help encourage those affected by the disorder to not let it steal their quality of life.”

Deloria will run the Franklin Half Marathon as the captain of TeamUP and the manager of community outreach for Allard USA, the company that manufactures the ToeOFF® brace she uses to regain the mobility that foot drop would otherwise claim.

Learn more about Deloria’s effort to help others overcome foot drop or become a member of TeamUP by visiting:

www.GetBackUpToday.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.