



FOR IMMEDIATE RELEASE

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Founder of TeamUp, the Nation's First Foot Drop Paralysis Team, Runs to Raise Awareness

Denver, CO – October 5, 2015 – “Fall seven times, get up eight” are words that resonate with Beth Deloria. After the hard reality set in that she would no longer have use of her left shin, ankle and toes due to a spinal injury, she was affected in more ways than one. Not only has having Foot Drop Paralysis been a test in physical endurance but also a test in her mental strength as she was stripped of her passion of running.

For Beth, simple tasks like walking and running became a constant challenge. Depression also set in as she began to mourn the life she once had known as an avid runner and all-around athlete. Her identity as an athlete was gone and her life was no longer recognizable. That was until she finally found Allard USA and the ToeOFF® brace.

With the help of this dynamic response, carbon fiber orthotic brace, she has run almost 100 races in less than four years. Beth's goal this year is to earn “Rock ‘n’ Roll Hall of Fame” status by running at least fifteen Rock ‘n’ Roll races this year. Bringing her closer to that goal is her next race in the Rock ‘n’ Roll Half-Marathon on October 18th in Denver, Co.

Because of Beth's struggle to find information on Foot Drop, let alone a brace that would allow her to run again, she founded TeamUP, a national movement led by a group of thirteen inspiring people who have made the decision to Get Back Up from Foot Drop and make every second of their lives matter. Getting back up is not just about getting back up physically, but also about getting your life back.

Beth runs in races across the country not to perfect her running time, but most importantly to spread the word and raise awareness about foot drop lower-leg paralysis to an audience who may not even be aware that they have a condition that can be diagnosed and managed with a suitable leg brace like the one she wears made by Allard USA. “I've always said – If I get to the starting line healthy then I feel like I have already won the race,” Beth explains.

Raising awareness for people with mobility issues and showing them that they don't have to let that issue rob them of their quality of life is what Beth and TeamUP are on a mission to do, one race, one event, one person, at a time.

For more information about TeamUp and the Get Back UP movement, please visit:

www.GetBackUpToday.com

www.facebook.com/getbackuptoday

www.allardusa.com

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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.