



FOR IMMEDIATE RELEASE

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Advanced Technology for Paralysis Provides Greater Quality of Life

Millions of Americans are not getting the proper treatment for Foot Drop Paralysis.

Rockaway, NJ – Beth Deloria, an accomplished marathon runner, was left with Foot Drop Paralysis after a spinal cord injury; she was unable to control the muscles or nerves in her left foot and ankle. This condition made it impossible for her to run and even her ability to walk was drastically impaired. Feeling a loss of identity and dealing with depression for the first time in her life, she struggled with a clunky and cumbersome orthotic brace that, for her, created more problems than it solved. She was devastated and believed she would never walk like a “normal person” again. After several years of searching for a solution on her own, she found hope in a carbon composite dynamic response brace made by Allard USA— a brace which she later learned was available to her even at the onset of her paralysis.

Unfortunately, Beth’s story is altogether too common. According to a recent independent survey by ORC International, only 1% of all people in the US living with Foot Drop Paralysis (or drop foot) are utilizing brace technology that can drastically improve their lives. Because foot drop is usually a symptom of more well-known conditions (e.g., Multiple Sclerosis, stroke, or cancer), the lingering effects of foot drop can last long after their initial “primary diagnosis”. However, for the millions of people living with this condition, it is the associated onset of Foot Drop Paralysis that ultimately robs them of mobility. In fact, only 17% of all survey recipients even knew what foot drop was, signaling just how little focus there is on this debilitating condition. This could very well be linked with a disconnect in the healthcare system. Many times, for those diagnosed with foot drop, the physician prescribes only an AFO (ankle foot orthosis). Like Beth’s story, many people are unaware that more advanced, comfortable, and effective technology is available to them.

Beth’s life was derailed for 2 years due to being fit with an inadequate brace. The clunky and cumbersome “boot” initially prescribed for her severely limited her activities, which in turn affected her entire life and the majority of her relationships. It caused her to be reclusive and withdrawn and basically changed her physical and emotional well-being. After finally finding a better brace—

and reclaiming control of her life—Deloria went on to found the *Get Back Up Today* movement. It has become her mission to educate others by sharing her personal story so that they don't have to suffer needlessly for years due to the lack of awareness of available technology. To aid her in this mission, Beth assembled a national team led by 14 people who are athletes, veterans, marathon runners, and everyday heroes who were also sidelined with Foot Drop Paralysis before being fitted with a dynamic response brace like the one made by Allard USA.

Often times, it takes someone else to help connect the dots for a more positive outcome. "Team UP" continues to help bridge the gap of information and support for those with foot drop, a community that to-date has gone largely overlooked and under-served. As Beth describes it, "We've encountered so many people who are simply coping with their situation, not knowing that that there is a rich and gratifying life that awaits them."

Meet TeamUP:

[Beth Deloria](#) (founder/Co-Captain) – North Carolina/Spinal Injury/Marathoner
[Jamie Whitmore](#) (Co-Captain) – California/Cancer Survivor/2016 US Paralympic Cyclist
[Jill Walsh](#) (Co-Captain) – New York/Multiple Sclerosis/2016 US Paralympic Cyclist
[Billy Lister](#) (Co-Captain) – Colorado/Stroke Survivor/2016 US Paralympic Cyclist
[Virginia Mamone](#) (Co-Captain) – Nevada/Charcot-Marie-Tooth/Marathoner
[Craig Vogtsberger](#) (Co-Captain) – Colorado/Spinal Injury/Veteran/Triathlete
[Trent Clayton](#) (Co-Captain) – Pennsylvania/Cerebral Palsy/Junior Triathlete
[Darren Smith](#) (Co-Captain) – Washington/Spinal Injury/Triathlete
[Lisa Victorious](#) (Co-Captain) – Illinois/Injury/Marathoner
[Todd Hart](#) (Co-Captain) – Ohio/Cancer Survivor/Marathoner
[Shannon Poortenga](#) (Co-Captain) – Michigan/Spinal Injury
[Rod Fulmer](#) (Co-Captain) – Georgia/Muscular Dystrophy
[Barbie Barnett](#) (Co-Captain) – Illinois/Surgery Complications
[Carl Brance](#) (Co-Captain) – Oregon/Spinal Injury

For more information about TeamUp and the Get Back UP Today 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.