

1355 Peachtree St. NE

Suite 600

Atlanta, GA 30309

**Media Kit Materials**

**Program Description**

Arthritis Foundation *Walk With Ease* Program

Take Control, One Step at a Time

No matter if you need relief from arthritis pain or just want to be active, the newly updated Arthritis Foundation *Walk With Ease* Program can teach you how to safely make physical activity part of your everyday life. *Walk With Ease* offers support, information and tools to help you succeed.

*Walk With Ease* is designed to help people living with arthritis better manage their pain. It’s also ideal for people without arthritis who want to make walking a regular habit. Based on research and tested programs in exercise science, behavior change and arthritis management, *Walk With Ease* is shown to:

• Reduce the pain and discomfort of arthritis

• Increase balance, strength and walking pace

• Build your confidence to be physically active

• Improve overall health

Whether you choose to take part in *Walk With Ease* on your own or be part of a walking group led by a certified leader, you’ll get the support and tools you need to help set and reach your goals. For more information or to learn how to join a *Walk With Ease* program in your community, please contact your local Arthritis Foundation chapter. To learn more about the benefits of walking and the *Walk With Ease* program, visit www.LetsMoveTogether.org.

**Short Program/Calendar Description**

The Arthritis Foundation *Walk With Ease* program is designed to help people living with arthritis better manage their pain and is also ideal for people without arthritis who want to make walking a regular habit. Individuals can use the *Walk With Ease* workbook to do the program on their own or can join others in a six-week group series led by a certified leader. Shown to reduce pain and increase balance and walking pace, *Walk With Ease* provides participants with the information and tools they need to develop a safe exercise routine that fits their unique needs and goals.



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**FOR Immediate RELEASE**

**Contact: Name**

 **Organization NAME**

**Phone number**

 **contact@arthritis.org**

**Walk with Ease program Now Offered in [CITY]**

**[CITY, Month xx, 2009]** – The Arthritis Foundation *Walk With Ease* Program will be offered starting **[Date]** at **[Location].** *Walk With Ease* is a structured walking program that teaches participants how to safely make physical activity part of their everyday life. The program is designed to help people living with arthritis better manage their pain and is also ideal for people without arthritis who want to make walking a daily habit.

*Walk With Ease* is a structured walking program that offers support, information and tools to help participants develop successful exercise routines. Individuals can choose to do the program on their own with the help of a workbook or can join others in a six-week group series led by a certified leader. During the program, participants will learn proper stretching and pain management techniques, as well as build stamina and walking pace. The program can even be modified to meet the needs of individual participants so that each person can develop an exercise routine that fits their unique goals.

“Research shows that walking is not only good for joints, but also helps improve the health of the heart, lungs and bones,” said **[Name]** of the **[Local chapter]** of the Arthritis Foundation. “Walking can also help manage weight which can reduce one’s risk for arthritis in the knee, heart disease and diabetes. If you can be on your feet for 10 minutes without increased pain, you will most likely have success with *Walk With Ease*.”

The information and strategies taught in the Arthritis Foundation *Walk With Ease* Program are based on research and tested programs in exercise science, behavior change and arthritis management. Updated and evaluated by the Thurston Arthritis Research Center and the Institute on Aging of the University of North Carolina, *Walk With Ease* is shown to increase balance, strength and walking pace, as well as reduce the pain and discomfort of arthritis. The program is also shown to build participant confidence to be physically active and improve overall health.

**- more -**

Pre-registration for the Arthritis Foundation *Walk With Ease* Program is necessary. For more information, contact **[Name and phone].** Before starting any exercise program, always check with your physician.

The Arthritis Foundation *Walk With Ease* Program is one of several arthritis health education and exercise programs aimed at helping people take greater control of arthritis. For a listing of programs in your community, contact the Arthritis Foundation at **[phone]** or visit the Arthritis Foundation Web site at [www.arthritis.org](http://www.arthritis.org).

**About the Arthritis Foundation:**
The Arthritis Foundation is the Champion of Yes. Leading the fight for the arthritis community, the Foundation helps conquer everyday battles through life-changing information and resources, access to optimal care, advancements in science and community connections. The Arthritis Foundation’s goal is to chart a winning course, guiding families in developing personalized plans for living a full life – and making each day another stride towards a cure. The Foundation also publishes Arthritis Today, the award-winning magazine that reaches 4 million readers per issue.# # #

**ARTHRITIS FOUNDATION PROGRAM**

**WALK WITH EASE SAMPLE RADIO PSA**

**Contact: Name FOR IMMEDIATE RELEASE**

 **Phone Insert Date**

 **E-mail**

 **Mobile (optional)**

30 SECONDS

DO YOU NEED HELP MAKING EXERCISE PART OF YOUR DAILY LIFE? ARE YOU LOOKING FOR A BETTER WAY TO MANAGE YOUR ARTHRITIS PAIN? THE ARTHRITIS FOUNDATION WALK WITH EASE PROGRAM CAN HELP. WALK WITH EASE CAN TEACH YOU HOW TO DEVELOP AN EXERCISE ROUTINE THAT FITS YOUR UNIQUE NEEDS, BUILD YOUR STAMINA FOR PHYSICAL ACTIVITY AND REDUCE YOUR ARTHRITIS PAIN. TAKE THE FIRST STEP TOWARDS A MORE HEALTHY LIFE TODAY BY JOINING YOUR LOCAL WALK WITH EASE PROGRAM. TO LEARN MORE OR TO JOIN THE ARTHRITIS FOUNDATION WALK WITH EASE PROGRAM, CALL XXX-XXX-XXXX OR VISIT THE ARTHRITIS FOUNDATION ONLINE AT ARTHRITIS.ORG. THAT’S ARTHRITIS.ORG

