



**300 27<sup>th</sup> Street, Suite 103  
Oakland, CA 94612**

**Contact: Kathleen Cody  
Office 510-832-2663 x15  
[kathleen@fore.org](mailto:kathleen@fore.org)**

***September 16, 2007***

***For Immediate Release***

**FOUNDATION FOR OSTEOPOROSIS RESEARCH AND EDUCATION (FORE) LAUNCHES  
AMERICAN BONE HEALTH, EMBRACING AGGRESSIVE INITIATIVE TO STOP OSTEOPOROSIS**

**Oakland, Ca - - The Foundation for Osteoporosis Research and Education (FORE) introduces *American Bone Health*, a community-based, chapter-driven organization to help Americans of all ages understand, identify, treat and prevent bone disease and fractures. With the backing of evidence-based research, *American Bone Health* will dedicate its resources to help the public fight and prevent bone disease through education and community support.**

“ We are fortunate to accomplish this dream of bringing osteoporosis research and prevention information to all Americans through the aggressive public education programs we plan to launch with *American Bone Health*”, says Joffa Dale, President of the Board of Directors. “Americans of all ages need to know what they can do to build and maintain strong bones throughout their lifetimes.”

Osteoporosis is epidemic in the United States and a major public health threat for an estimated 44 million Americans or 55 percent of the people 50 years of age and older. One out of every two women and one in five men will suffer from osteoporosis in their lifetime. However, younger people also are vulnerable to this disease.

President of the Medical and Scientific Advisory Board, Dr. Claude Arnaud fervently believes there are important messages that the public needs to understand about bone health and osteoporosis prevention. “American Bone Health will help translate the latest in science in a way that consumers can use.”

**- More -**

American Bone Health will strive to eliminate osteoporosis through collaboration, education and community outreach. “We must help people understand bone health and what they can do to be bone healthy throughout their lives,” says Kathleen Cody, Executive Director. “Our approach to bone health education is to start early. We believe that working together, we can reduce the devastating trends in this disease.”

With education as the focus of the new organization, American Bone Health will host an interactive website with important tools for consumers, provide an eNewsletter with the latest in research and work with community advocates to deliver programs in their local communities. More information at [www.americanbonehealth.org](http://www.americanbonehealth.org).

---

**About The Foundation for Osteoporosis Research and Education (FORE)**

Established in 1990 in Oakland, FORE is a California-based research organization focusing on the needs of the medical community to support osteoporosis detection, treatment and prevention education.

**About American Bone Health**

American Bone Health, established by FORE, is a voluntary, chapter-driven health organization providing support and education to the public to promote bone health and reduce the risk of osteoporosis and fractures through detection, treatment and prevention.

***End***