

## FOR IMMEDIATE RELEASE

### Exerstrider launches the *Suey Starczynski Prevention Project*

Madison, WI – April 9, 2010 -- On December 11, 2009 Susan “Suey” Starczynski lost her 12+ year battle with breast cancer. She was first diagnosed with breast cancer in the spring of 1997, and by the time she applied for a job with Exerstrider Products Inc. of Madison, Wisconsin she had been a breast cancer “survivor” for 6 years.

When first interviewed in 2003 by Tom Rutlin, founder and CEO of Exerstrider she was asked what she did for exercise. She replied, “*I don’t exercise...hate to exercise*”. Despite that honest admission, Rutlin felt immediately that she was exactly the right person for the job. But he told her that because the job would necessitate her having first-hand knowledge and experience with his Exerstrider Nordic walking poles, he would pay her for 30 minutes of daily exercise. Within a matter of days, Suey fell in love with Rutlin’s simple hybrid of fitness walking and Nordic skiing, and soon after asked Rutlin how long he intended to pay her to exercise. “I hadn’t really thought about how long the arrangement would last” he replied.

“I never thought I’d say this”, she said, “but I actually love this exercise” and she admitted that it would no longer be necessary for him to pay her to exercise. A once self-proclaimed hater of all forms of exercise soon became the most enthusiastic proponent of Rutlin’s “good use total body walking exercise” he could ever have hoped for.

Sadly, in 2007 Suey was diagnosed with a recurrence of cancer, which had this time also spread to her bones and liver. Against all odds, and with the same glowing smile and positive attitude she brought to nearly everything she did, she refused to lose hope right to the end, when at the age of 50, the world lost the shining light that her unique spirit shed on everyone that she touched during her too-short life.

Throughout her years of working for Exerstrider Suey had often said that the main reason she loved her job so much was that almost daily she heard from people about the healing effects resulting from their newly discovered love for such a simple and enjoyable physical activity. She had also learned that the incidence of many forms of breast cancer (as well as other forms of cancer) and many other life-threatening diseases could be greatly reduced simply by regular participation in moderate physical activity. The thing that gave her the greatest satisfaction in her work was hearing from so many people for whom Exerstriding had helped them overcome physical challenges including obesity, diabetes, Parkinson’s (from which her father had suffered) and many other serious diseases and medical conditions.

Near the end, Suey expressed a wish that many more might be spared the kind of suffering she had been forced to endure as a result of discovering, as she had too late, the enjoyment of Exerstriding or other forms of moderate physical activity. She said, “If only more people of all ages and abilities knew that exercise could actually be at the same time so enjoyable, and could significantly lower the risks of many forms of cancer as well as diabetes, heart disease, obesity, depression, osteoporosis and other diseases, it could make such an important impact on the lives of so many people.”

According to Rutlin, “She came to realize that prevention through physical activity had the potential to be among the most powerful and desirable means of ending untold amounts of suffering associated with so many preventable diseases which have become epidemics simply because of sedentary living.”

That’s why Exerstrider has created the *Suey Starczynski Prevention Project*, the “double P” **pink Prevention Project ribbon** and a special new model of pink Exerstrider poles with a special “warning” label (see below) to honor her memory and her indomitable spirit, and help make that wish come true.

\$5 for every pair of these special pink poles sold will be donated to programs to promote physical activity and education about the preventative health power of regular moderate physical exercise. Through the Suey Starczynski Prevention Project, Exerstrider will work to increase that potential through increasing awareness of the *disease preventing power* of regular moderate physical activity.



“Suey” Starczynski



**WARNING:** Regular moderate physical activity may be addicting, and may lower your risk of many forms of cancer, heart disease, diabetes, obesity, depression, osteoporosis and other diseases. Side effects may include looking, feeling and functioning better—as well as a longer, richer life.

*“Prevention is the most powerful cure!”* —The Suey Starczynski Prevention Project

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# Suey Starczynski Prevention Project

## Disease Risk Reduction Via Regular Moderate Physical Activity Fact Sheet

Significant research has demonstrated that regular moderate physical activity can significantly lower a person's risk for many life threatening diseases. In addition it has been estimated that those who participate in moderate physical activity on a regular basis have slightly in excess of \$2,000 lower annual health care costs than those who are not regularly physically active. With nearly 200 million sedentary Americans this accounts for a staggering \$400+ *billion* dollars in avoidable medical cost in the US alone annually (*\$1 trillion in savings every 30 months!*)

The amount of human suffering on the part of both those who fall victim to such diseases significantly linked to sedentary lifestyles (and well as the suffering of their loved ones) is incalculable!

Increasing rates of obesity and diabetes have both become raging epidemics among both adults and children. Obesity greatly increases ones risk of diabetes, and diabetes kills more people annually than breast cancer and AIDS combined.

Here's what experts say just regular moderate exercise can do to reduce a person's risk of...

- Obesity which is a major risk factor for many forms of cancer
- 1/3 of annual cancer deaths are attributable to either diet or sedentary lifestyles
- Diabetes risks can be reduced by 58%
- Heart disease risks can be reduced by 45%
- Breast cancer risks can be reduced by 30% (*nearly 1 in 3 could be spared!*)
- Colon cancer risks can be reduced by 50%
- Even lung cancer risks can be reduced by 20% (33% of all cancer deaths are attributable to smoking!!)
- Stroke risks can be reduced by 50%

While efforts to find cures for these and many other diseases must continue to be supported, we can do far more to **prevent** both the suffering and staggering costs that accompany them. For your own sake and that of the ones you love – find some form of regular moderate physical activity that you can enjoy enough to make it a regular part of your life, and do your part to enact “personal health care reform”. Also, think about contacting your public officials to encourage them to get behind efforts to make disease prevention through the promotion of physical activity a greater part of public policy. *It can be practically free -- and the results can be priceless!*



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