



The Suey Starczynski Prevention Project

1959-2009 (Breast Cancer Survivor 1997 – 2009)

“Suey” was first diagnosed with breast cancer in the spring of 1997. By the time she came to work with me she was a “survivor” of 6 years. When she interviewed in 2003, I asked her what she did for exercise. She replied, “I don’t exercise...hate to exercise”. Despite that fact, I knew immediately that she was exactly the right person for the job. I told her that in order to do her job here she would have to have first-hand experience with the Exerstrider poles so I would pay her for 30 minutes per day of Exerstriding. She fell in love with Exerstriding immediately, and a few weeks later she asked me how long I intended to pay her to exercise. I hadn’t really thought about it, and told her so. Her reply, “I never thought I’d say this, but I love this exercise.” She insisted that I stop paying her to exercise, and became the most enthusiastic proponent of the exercise I could ever have hoped for. Those of you who had the great honor and pleasure of knowing Suey through Exerstrider understood exactly why I hired her despite her honest admission that she hated exercise that first day I met her.

Sadly, in 2007 she was diagnosed with a recurrence of cancer, which had spread to her bones and liver. Against all odds, and with the same glowing smile and positive attitude she brought to everything else she did, she refused to lose hope, yet in December of 2009 we lost the shining light that her unique spirit shed on everyone that she touched during her too-short life.

Suey told me that one of the reasons she loved her job so much was that almost daily she heard from people about the healing and preventative health powers of their newly discovered love for regular physical activity. Although her newfound love of exercise did not save her, she believed that it extended her life, and it has been clearly demonstrated that the incidence of many forms of cancer as well as many other modern health epidemics can be greatly reduced by regular moderate physical activity. For years, the thing that seemed to give her the greatest satisfaction was hearing from people for whom Exerstriding had helped overcome obesity, diabetes and many other serious diseases.

Near the end, Suey said that she hoped and believed that others would be spared the kind of suffering she had to endure as a result of *our* efforts having helped them discover the joy of physical activity. She said, “If only more people knew that exercise could be so enjoyable and that it could actually help prevent cancer and many other diseases that cause so much suffering, it could make such an important impact on so many more people.”

That’s why I created the **Suey Starczynski Prevention Project**, the “double P” pink ribbon and pink Exerstrider poles to honor her memory and her indomitable spirit that lives on. \$5 for every pair of the pink poles sold will be donated to programs to promote education on the preventative health power of regular moderate physical exercise. Suey believed, as I do, that prevention is the most powerful “cure” for many diseases ranging from cancer to diabetes, heart disease, obesity, depression, osteoporosis and many other diseases which have become epidemics of sedentary living.



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!*



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