

Aussie men, “How strong are your bones?”

Celebs to launch new resources for men on World Osteoporosis Day 2009

Today (Tuesday, October 20, 2009), Australian sporting heroes and medical experts will join forces to release new resources developed by Osteoporosis Australia to combat the rise of osteoporosis in Australian men.

Elite athletes Guy Leech and Rob de Castella will challenge Aussie men to understand the importance of bone health by asking, “How strong are your bones?”

To find out more about World Osteoporosis Day and the new *Men and Osteoporosis* resources, speak to the following people:

Fracture facts

- ♂ One-in-three men over 60 will sustain an osteoporotic fracture
- ♂ More than half a million Australian men are living with osteoporosis
- ♂ Osteoporosis is called “the silent disease” as it has no signs or symptoms until a fracture occurs

CELEBRITY SUPPORTERS

Guy Leech, former World Iron Man Champion and winner of seven Australian Iron Man titles, *Sydney*

Robert de Castella, former World Champion and Olympic marathon runner, and 1982 Australian of the Year, *Canberra*

LEADING OSTEOPOROSIS EXPERTS

Professor Peter Ebeling, Endocrinologist, Medical Director of Osteoporosis Australia, and Chair of Medicine & Head of Endocrinology, Department of Medicine (RMH/WH), Western Hospital, *Melbourne*

Professor Philip Sambrook, Rheumatologist, Florence & Cope Department of Rheumatology, Royal North Shore Hospital, University of Sydney, *Sydney*

A/Professor John Gullotta, General Practitioner and Former President of the Australian Medical Association (NSW), *Sydney*

Dr Emma Duncan, Staff Specialist in Endocrinology, Princess Alexandra Hospital, *Brisbane*

Naseema Sparks, CEO, Osteoporosis Australia, *Sydney*

MEN LIVING WITH OSTEOPOROSIS

MEDIA INFORMATION

A full media kit and broadcast radio grabs will be available for download on **TUES, OCT 20** from www.vivacommunications.com.au/men.

MEDIA CONTACTS

Kirsten Bruce or Michaela Patton from VIVA! Communications on 02 9884 9011 or 0401 717 566 / 0423 877 748.