

Media Release  
Oct. 13  
For Immediate Release

## WORLD OSTEOPOROSIS DAY IS OCTOBER 20<sup>TH</sup>

World Osteoporosis Day, marked on October 20th each year, is a focal point for raising awareness of osteoporosis around the world. The International Osteoporosis Foundation has focused its World Osteoporosis Day 2010 campaign on the theme of spinal bone health and the motto “Don’t miss the signs of a breaking spine”.

Aquassure Accessible Baths wants to help spread awareness of how to combat osteoporosis and the dangers of osteoporosis-related fractures. The three signs of a breaking spine are height loss, back pain and a stooped posture.

If you are diagnosed with osteoporosis, then prevention of fractures is of utmost importance. Prevention of fractures can include regular bone scans, vitamin D and calcium supplements to prevent bone loss, performing a home safety check, checking your vision, and evaluate your medications for side effects such as dizziness.

A home safety check should include removing clutter and trip hazards, securing loose rugs, increasing lighting, and adding safety bars and rails. A key part of reducing the risk of falls is to make bathing safer. One of the best investments to make in health and long-term safety is a bathroom renovation. A key fall point is when transferring in and out of the bathtub or shower, especially when stepping over a lip or tub side. A slide-in bathtub, such as the Aquassure Safety Plus, allows safe transfers from a walker with no risk of falling.

The International Osteoporosis Foundation (IOF) is a non-profit, nongovernmental organization dedicated to the worldwide fight against osteoporosis, the disease known as “the silent epidemic”. IOF’s members – committees of scientific researchers, patient, medical and research societies and industry representatives from around the world – share a common vision of a world without osteoporotic fractures. IOF now represents 196 societies in 93 locations around the world.

<http://www.iofbonehealth.org>

Aquassure Accessible Baths is a Canadian manufacturer of accessible bathtubs for people with mobility challenges. People with mobility challenges often cannot get in and out of traditional soaker bathtubs. Our bathtubs replace home bathtubs with a deep-soak spa tub that is accessible from walkers, and wheelchairs, enabling our customers to bathe safely. Many of our customers suffer from osteoporosis and have found pain relief by being able to soak in the bathtub again.

For more information on the Aquassure Accessible bathtubs visit [www.aquassure.com](http://www.aquassure.com) or call 1-866-404-8827.

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### Media Contacts:

Christina Jones, Administration & Marketing  
Aquassure Accessible Baths  
1-866-404-8827  
[cjones@aquassure.com](mailto:cjones@aquassure.com)

Press kit and photos are available. Please contact [marketing@aquassure.com](mailto:marketing@aquassure.com)