

ALLARD USA, INC. ANNOUNCES LAUNCH OF NON-PROFIT ORGANIZATION AND ANNUAL GRANT AWARDS

2/24/11

For Immediate Release

Contact: JENNIFER BUEHLER, 973-983-0123, info@dralla.org

Rockaway, NJ --Allard USA, headquartered in New Jersey, manufactures a range of orthopedic devices designed to improve physical function and enhance the quality of life for individuals with physical challenges. The Allard USA product line includes orthopedic devices for both the pediatric and adult population affected with physical disabilities often accompanied with footdrop, low tone and high tone anomalies commonly associated with Cerebral Palsy and management of other neurological deficits, including genu-recurvatum (back knee).

Peter Allard, President of Allard USA, explains, "The testimonials from wearers of our proprietary orthopedic devices have touched my heart and I want to give back to this community of those afflicted with physical challenges to help them realize their dreams. I want to contribute to help them 'have fun'. I have heard the words, 'You have given me back my life.' I want to go a step beyond and contribute to programs that help make a true difference in their lives. Our goal is to take the next step, beyond providing orthopedic devices to providing financial support to help people with physical challenges have fun and pursue their dreams."

Allard USA has formed a non-profit organization, the DRALLA Foundation, to address quality of life issues not only for wearers of its devices, but for all individuals with from these physical challenges.

"To expand on the philosophy of providing 'support for better life', Allard USA developed the Dralla Foundation to serve the different needs of individuals with physical disabilities and their families," announces Jennifer Buehler, Grant Program Administrator for the newly established foundation.

“This will include providing financial support for educational and/or training programs that will help these individuals pursue their dreams and sponsoring of events that will provide encouragement and support.

“Allard USA has observed the life changing effects of our products and programs, and their impact on adults and children. This inspired us to do even more,” says Buehler. During a sales meeting on August 15, 2009, Peter Allard, President of Camp Scandinavia, Carol Hiemstra-Paez, Director of Customer Satisfaction and General Manager for Allard USA, and Beth Deloria, an end user who wears and demonstrates Allard USA’s orthotic products at trade shows and other events, addressed development of a non-profit organization meant to help “give back” to the community. The framework of the Dralla Foundation resulted soon after.

“The mission of the Dralla Foundation is to provide *“support for better life”* to enrich the lives of children and adults with, or in need of orthotics, by helping them to fulfill their dreams or visions,” says Buehler.

According to Buehler, a newly created Dralla Foundation Review Board will hold two annual review processes. Applications are being accepted in March and September 2011, for awards to be made in April and October. In addition, there will be special cases throughout the year in which grants will be awarded.

The Review Board will award grants in a price range between \$500-\$5000. Depending upon project and budget, more could be offered. The review process will match applications against Dralla’s life-enhancing objectives. Applications and guidelines can be downloaded from the website, www.Dralla.org (Coming soon) or requested in writing from:

Dralla Foundation
P.O. Box 63
Rockaway, NJ 07866-0063

“Examples of financial awards include sponsoring a group’s day activity, recreational or personal growth activities, or to provide individual support to programs geared to help those with physical challenges to climb their own

Mount Everest,” explains Buehler. These individuals do not have to be Allard USA product users.

Review Board members are directly affected by physical disability, or work with those with physical disabilities. Members include Beth Deloria, Marc S. Martinez, Candice McLurkin and Josh Ahlstrom, CPO.

Deloria, a marathoner by avocation, was born with what her physician called the “perfect storm of birth defects,” causing eventual nerve damage and footdrop when she was in her 30’s.

“She discovered Allard USA’s ToeOFF, and working with a great team of orthotists, she was able to run again,” says Buehler. “Since this, amazingly enough, Beth has qualified and competed in several Boston Marathons and many other races. She attributes this directly to Allard USA’s innovation.”

Martinez has also overcome obstacles with the help of Allard USA’s ToeOFF. “After initially suffering a training injury and enduring 10 years of constant pain and numbness, Marc underwent two surgical procedures, one of which resulted in significant nerve damage and affected his ability to run or even walk without tripping. Since discovering the ToeOFF, Marc has completed four half marathons,” adds Buehler.

“I know what it’s like to face physical challenges in doing things,” says Martinez. “I believe that if opportunities can be provided to assist people with similar issues, the possibilities are extraordinary.”

Candice McLurkin knew she wanted to be part of the Dralla Foundation when approached, so that she could help inspire and educate parents that shared her struggles. Her son, Rayvon, was born with muscular development issues that have not yet been diagnosed. These have prevented him from walking, talking and even chewing his food.

After unsuccessful attempts with other braces, Candice was introduced to Allard USA’s KiddieGAIT. After Rayvon was fit, there was an immediate change. He was walking and smiling. Now, instead of fussing with his braces, he proudly holds up his legs so Candice can put them on.

Ahlstrom is the next member of the Review Board. He is a 10-year practitioner working in orthotics and prosthetics within a wide spectrum of patients and pathologies. Ahlstrom spent the last four years in clinical practice, focusing solely on pediatrics. Currently, he is the Clinical Practice Manager and Director of Operations for Midwest Orthotic & Technology Center in central and southern Indiana. He strongly believes in the mission of Dralla, "I believe in the mission and vision that has been laid out, and I have been fortunate enough to meet and work with the people in charge of turning this idea into a reality."

Allard USA, Inc. is owned by Camp Scandinavia, a well-established manufacturer and supplier to the O&P industry. Camp Scandinavia was founded in 1954 and is located in Helsingborg, Sweden.

Allard USA is best known for its dynamic line of O&P products which includes the pediatric line; KiddieGait and KiddieGait Baby Sizes. Their product line also includes S.W.A.S.H. (Sitting, Walking & Standing Hip Orthosis), CHECK Hyperextension Brace, COMBO, X-Lite casting material and Cut-4-Custom.

###