



## News from the Arthritis Foundation

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### For Immediate Release

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### **Arthritis Foundation Offers Manufacturers Training in Arthritis-Friendly Product Design** *Leading corporations will attend workshop at Georgia Tech Research Institute*

**ATLANTA (September 13, 2007)** – The Arthritis Foundation will host a special designer's workshop on Tuesday, September 18, 8:30 a.m. to 4:00 p.m., at the Georgia Institute of Technology Global Learning Center in Atlanta. The workshop will offer manufacturers information on how to design or improve products and packaging for people with physical limitations due to arthritis or other diseases. Representatives from some of the nation's largest corporations have already signed up to attend the seminar conducted by experts in universal design from the Georgia Tech Research Institute (GTRI).

"The Ease-of-Use program and this workshop are important components of the Arthritis Foundation's mission. Our goal is to provide leadership in every area that helps people with arthritis maintain their independence and continue to do the things they enjoy," said Mary Norman, group vice president for strategic marketing initiatives with the Arthritis Foundation. "By working with GTRI, we are providing a unique opportunity for companies to better understand and meet the needs of a large and valuable constituency. We applaud our corporate partners for taking this issue to heart."

"We're proud to be the official testing facility for the Arthritis Foundation Ease of Use program and we're especially excited about hosting this workshop," said Brad Fain, Ph. D., Senior Research Scientist, Human Systems Engineering Branch with Georgia Tech Research Institute. "One of the things we believe companies will learn from this workshop is that creating easy-to-use products is not only a good thing for people with arthritis, it's good for business."

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**[www.arthritis.org](http://www.arthritis.org)**

"Companies are realizing that products and services that were originally considered to be arthritis-friendly can be good for all of their customers," added Norman. "Through the Ease of Use campaign, the Arthritis Foundation wants to let people know that they have a choice in the products they use, and that everyone can benefit from user-friendly products, not just people with arthritis," she added.

Special videos promoting the workshop and the need for easy-to-use products are available on YouTube:

- Walnuts: <http://youtube.com/watch?v=xhDQueMvnqs>
- The Mayo Jar: [http://youtube.com/watch?v=aHHuzl\\_UNY0](http://youtube.com/watch?v=aHHuzl_UNY0)
- The 3-Ring Binder: <http://youtube.com/watch?v=2HhgiwyXzzs>

### **About the Arthritis Foundation**

The Arthritis Foundation is the leading health organization addressing the needs of some 46 million Americans living with arthritis, the nation's number-one cause of disability. Founded in 1948, with headquarters in Atlanta, the Arthritis Foundation has multiple service points located throughout the country.

The Arthritis Foundation is the largest private, not-for-profit contributor to arthritis research in the world, funding more than \$380 million in research grants since 1948. The foundation helps individuals take control of arthritis by providing public health education; pursuing public policy and legislation; and conducting evidence-based programs to improve the quality of life for those living with arthritis. Information is available 24 hours a day, seven days a week at 1-800-283-7800 or [www.arthritis.org](http://www.arthritis.org).

### **About Georgia Tech Research Institute**

The Georgia Tech Research Institute (GTRI) is the nonprofit "real-world" research unit of the Georgia Institute of Technology in Atlanta, GA. Approximately 1,300 highly-skilled employees, including many of the nation's top scientists and engineers, spend each day creatively solving highly-technical problems for hundreds of government and industry customers.

GTRI is committed to solving tough problems, on time and on budget. We assist clients in federal, state, local and international government agencies, industrial firms, academic institutions and private organizations. Conducting more than \$130 million in contract research each year, GTRI is committed to its independent, unbiased approach to solving problems. Additional value is provided through close affiliations with academic colleagues within the Georgia Institute of Technology often contribute additional talent and knowledge for meeting specific technological and engineering challenges.

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