



**NEWS**

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## Study Confirms YAKTRAX<sup>®</sup> Keep Elderly Safer On Ice and Snow

*The Journal of the American Geriatrics Society reports in its June 2005 issue:  
“YAKTRAX<sup>®</sup> Reduces Outdoor Falls and Nonserious [sic] Injurious Falls in Fall-Prone  
Older People During the Winter.”*

(Bremerton, WA, June 15, 2005) A new study conducted by Fergus Eoin McKiernan, MD, of the Center for Bone Diseases, Marshfield Clinic, and published by the Journal of the American Geriatrics Society in its June issue found YAKTRAX, the easy-to-use consumer shoe traction device, “may reduce the risk of outdoor winter falls, and of nonserious [sic] injurious falls, in older community-dwelling people with a history of previous falls.” (See [www.yaktrax.com](http://www.yaktrax.com) for the complete article about the study published in the *Journal of the American Geriatrics Society*.)

“With winter affecting 2.5 billion people worldwide, 250 million in the United States alone, we welcome the Journal’s findings,” said Steve Hunt, CEO of YAKTRAX. “Now we can focus on the community of the elderly and get them each a pair of YAKTRAX to provide both comfort and safety in winter. Now the elderly have more freedom and options during the long winter months. YAKTRAX will provide them freedom and safety in winter conditions.”

The risk of slipping on ice and snow makes winter a precarious time for everyone, especially elderly people. According to the National Safety Council, people over 65 years of age have a 33% likelihood of falling in any given year. Thousands are shut indoors, fearing a fall on ice and snow.

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The objective of the study was “to determine whether the YAKTRAX Walker, a nonmedical gait-stabilizing device, prevents outdoor falls and injurious falls in fall-prone older people during the winter.”

“We’ve received letters from elderly people who have feared going out in winter,” Hunt said. “Once they used YAKTRAX, their lives changed. This study was commissioned to confirm or dismiss scientifically what people were saying anecdotally. They’re saying that with YAKTRAX winter is no longer scary; their social lives and overall standard of living improve. We are proud to have helped people in this way.”

Tested by hundreds of winter enthusiasts, the YAKTRAX Walker has been approved and recommended by the National Health & Wellness Club and the Handyman Club of America. The YAKTRAX Walker was on display at the Museum of Modern Art in New York City in the exhibition *Humble Masterpieces* (2004). The YAKTRAX Pro is for people with a more active winter lifestyle.

YAKTRAX stretch easily, like a rubber band, over the soles of shoes or boots. Small metal coils (not spikes) on the bottom provide traction on compact snow and ice surfaces. It is the first practical and effective traction product for mass consumers on the market.

YAKTRAX’s mass-market appeal is due to the product’s design. YAKTRAX are easy to use. They have 360° of gripping force. It’s unique double-diamond design and opposing coil systems keep the user from sliding side-to-side and front to back.

To review the *Journal of the American Geriatrics Society* article, go to [www.yaktrax.com](http://www.yaktrax.com) and click on the “medical study” link.

Founded in 1998 YAKTRAX® is located in Bremerton, Washington. For additional information about the company or about local retailers, call 877-YAKTRAX, or visit [www.yaktrax.com](http://www.yaktrax.com).