



FOR IMMEDIATE RELEASE  
May 23, 2019

CONTACT: Amber V. Hammond  
202-403-6902  
ahammond@air.org

## **EXERCISE AND FITNESS AFTER SPINAL CORD INJURY VIDEO WINS SILVER TELLY AWARD**

WASHINGTON, D.C. — A video that highlights the importance of exercise and remaining fit after spinal cord injury was awarded a Silver Telly Award in 2019. The [Exercise and Fitness After Spinal Cord Injury video](#) was produced by the Model Systems Knowledge Translation Center (MSKTC) in collaboration with researchers and individuals with spinal cord injury (SCI) from the [University of Pittsburgh Model Center on Spinal Cord Injury](#). The Telly Awards honor excellence in video and television across all screens and are judged by The Telly Awards Judging Council—an industry body of more than 200 leading experts, including advertising agencies, production companies, and major television networks, reflective of the multiscreen industry The Telly Awards celebrates.

The 19-minute video features individuals with SCI who share their fitness routines and explain how exercise has improved their quality of life. The video also includes expert input from health care professionals at the University of Pittsburgh Model Center on Spinal Cord Injury, who provide clinical insights on the importance of fitness and physical health after SCI.

“Starting a fitness routine can be a challenge for anyone,” said Lynn Worobey, co-director of the University of Pittsburgh Model Center on Spinal Cord Injury. “However, for people with SCI, regular exercise is especially important as it improves cardiovascular health, energy, and helps with daily living tasks, which can lead to greater independence.”

The Telly Awards were established in 1979 to honor film and video productions, groundbreaking web commercials, videos and films, and outstanding local, regional, and cable TV commercials and programs. “[Exercise and Fitness After Spinal Cord Injury](#) is the fourth video produced by the MSKTC to be recognized with a Telly Award,” said Xinsheng “Cindy” Cai, project director of the MSKTC. “The video, [Relationships After Traumatic Brain Injury](#), received a Telly Award in 2013, [Employment After Burn Injury](#) received a Telly Award in 2014, and [Exercise After Burn Injury](#) received a Telly Award in 2018.”

The *Exercise and Fitness After Spinal Cord Injury* video is part of a hot topic module—a suite of free resources that includes factsheets, narrated slideshows, and quick reviews of research studies. These resources explain challenges that individuals with SCI experience when trying to exercise after injury, and what people with SCI can do to promote fitness and exercise.

To view the award-winning *Exercise and Fitness After Spinal Cord Injury* video and companion clips, visit: <https://msktc.org/sci/Hot-Topics/Exercise/exercise-and-fitness-after-spinal-cord-injury>. To access the entire hot topic module, including the 19 minute video, companion clips, factsheets, and slideshow, visit <https://msktc.org/sci/Hot-Topics/Exercise>.

\*\*\*

#### **ABOUT THE MODEL SYSTEMS KNOWLEDGE TRANSLATION CENTER**

The Model Systems Knowledge Translation Center (MSKTC) is a national center that supports the Model Systems programs in meeting the information needs of individuals with spinal cord injury (SCI), traumatic brain injury (TBI), and burn injury by summarizing research, identifying health information needs, and developing and disseminating information resources. The MSKTC is funded by the National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR). NIDILRR is an office within the Administration for Community Living, U.S. Department of Health and Human Services. NIDILRR funds Model Systems to conduct innovative and high-quality research, provide patient care, and offer services to improve the health and overall quality of life of individuals with SCI, TBI, and burn injury. For more information, visit <http://www.msktc.org>.