



Blazing New Trails™: *Updates in the Care of Children with Cerebral Palsy*

New Educational Program to Support Families of Children With Cerebral Palsy, Launched by “Reaching for the Stars. A Foundation of Hope for Children with Cerebral Palsy”

Program includes multiple Town Hall events with multi-disciplinary care teams and introduction of CPTV ‘videos on demand’ with additional website resources

BASKING RIDGE, N.J. and ATLANTA, G.A., March 21, 2017 – Blazing New Trails™, a new educational initiative, launched today to bring information and support to families impacted by Cerebral Palsy (CP). The goal of the program is to educate patients with CP and their families about the latest updates in overall management, physical and occupational therapies, and adaptive technologies that may help children living with CP and lower limb spasticity. Blazing New Trails™ is presented by “*Reaching for the Stars. A Foundation of Hope for Children with Cerebral Palsy*”, in collaboration with nonprofit organization BlazeSports America, with sponsorship by Ipsen Biopharmaceuticals, Inc. CP is the most common cause of motor disability in children, affecting an average of one in 323 children in the United States.¹

“We know firsthand the difficulties patients and families affected by Cerebral Palsy go through, and having the ability to learn from many resources in one place, while also connecting with others in the community who are going through the same journey, is empowering.” said Cynthia Frisina, Founder of *Reaching for the Stars* and Executive Director of BlazeSports America. “We look forward to bringing Blazing New Trails™ to families of children impacted by Cerebral Palsy while sharing the helpful resources developed specifically for those living with a Cerebral Palsy diagnosis and its many challenges.”

Blazing New Trails™ is launching this March, in honor of National Cerebral Palsy Awareness Month. All of the Town Hall events will feature a multi-disciplinary panel discussion with local care team members, highlighting the latest updates in care of children with CP, as well as an opportunity to ask questions, visit information tables from sponsors and mingle with other attendees. Additionally, *Reaching for the Stars* has launched a new educational video series that has been developed specifically for CPTV to provide information and resources nationwide. CPTV is a free ‘on-demand’ channel with videos on CP education and resources and is available on Roku, Apple TV and Amazon Fire.

“We are thrilled to sponsor the Blazing New Trails™ program, as it provides much needed multi-disciplinary education and local support for the Cerebral Palsy community both in-person and at home,” said Cynthia Schwalm, President, North America Commercial Operations, Ipsen.

To learn more about Blazing New Trails™, visit www.reachingforthestars.org/blazingnewtrails.

PRESS RELEASE



About “Reaching for the Stars. A Foundation of Hope for Children with Cerebral Palsy”
“*Reaching for the Stars. A Foundation of Hope for Children with Cerebral Palsy*” (RFTS, Inc.) is the largest pediatric Cerebral Palsy nonprofit foundation in the world led by parent volunteers, with a focus on the prevention, treatment and cure of Cerebral Palsy. Our mission is centered on the belief that leading-edge research, increased awareness and educated families will lead to new treatments of Cerebral Palsy, improving the lives of people impacted by CP. To learn more, visit www.reachingforthestars.org.

About BlazeSports America

BlazeSports America, a non-profit organization, is the legacy of 1996 Atlanta Paralympic Games. The organization’s mission is to change the lives of individuals with physical disabilities through adaptive sport and recreation. The BlazeSports multi-disciplinary approach includes community-based programs, training and education, leadership programs and continuing education encouraging lifelong health, independence and inclusion. BlazeSports America is a member of the United States Olympic Committee- Multi-Sport Organizational Council and the Cerebral Palsy International Sport and Recreation Association (CPISRA). www.blazesports.org

About Ipsen Biopharmaceuticals, Inc.

Ipsen Biopharmaceuticals, Inc. is the US affiliate of Ipsen, a global specialty-driven pharmaceutical group. The US head office is located in Basking Ridge, New Jersey. Ipsen Biopharmaceuticals Canada, Inc. is an integrated business unit within North America and has its head office located in Mississauga, Ontario. For more information on Ipsen in North America, please visit www.ipseus.com or www.ipсен.ca.

References:

1. Centers for Disease Control and Prevention: Data & Statistics for Cerebral Palsy. <http://www.cdc.gov/ncbddd/cp/data.html>. Accessed July 12, 2016.

Blazing New Trails is a trademark of BlazeSports America, Inc.

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