



**The Relentless Pursuit of Results**

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**YOU'RE UP KICK STARTS EFFORTS TO PROVIDE FREE PHYSICAL THERAPY TO THE UNINSURED, PLANS A CHARITY GALA IN DETROIT**

MARCH 26, 2009, FERNDALE, MICHIGAN – With a growing number of Metro Detroiters now without health insurance benefits, athlete and personal trainer Charlie Sanders Jr. is reaching out to those who need physical therapy but cannot afford it.

Sanders established You're Up, a non-profit organization dedicated to providing physical therapy, fitness and wellness programs to the uninsured. The services are offered free-of-charge to those in need for up to one year.

Joining in the effort is Rossano Rea, owner of Ferndale's Bodymorph. He has donated his facility to serve as the first of three locations providing these free services through You're Up, a registered 501c3.

Bodymorph, a full-service fitness and training facility, will add You're Up services in May. Two additional locations will follow. A 40,000 square-foot facility in Detroit will feature a swimming pool and Astroturf suitable for sports drills. A 2,000-square foot space in Farmington Hills will be dedicated to highly specialized, private health services for those with spinal cord injuries.

**MEETING THE CHALLENGE**

Sanders founded You're Up in January to assist people of all ages. From children to adults to those suffering spinal cord injuries, all those who have recently lost or can no longer afford health care benefits will obtain the help they need. He named the non-profit after his own philosophy toward healthy living – You're up, you're next to meet the challenge.

You're Up is supported by a full staff of professional physical therapists. Key members of the team will include medical advisors Lucia Zamorano, M.D., a neurosurgeon on staff at Detroit Medical Center and William Beaumont Hospital in Royal Oak, and Fred Leff, a podiatrist affiliated with the Detroit Medical Center. Susan Swider, CEO of Oakland MRI and Imaging Center in Troy, is also offering the company's services to You're Up.

“No other non-profit in Michigan currently offers free holistic health and wellness services,” Sanders said, “You're Up sets itself apart by personalizing the right course of treatment – at no cost for up to a year.”



## **CHARITY GALA**

You're Up will also be the focus of a kick-off and fundraising gala, set for 6-10 p.m. Saturday, May 2 at 24 Grille at the Book-Cadillac Hotel in Detroit. The event is expected to draw 300 patrons for a strolling dinner, live auction and entertainment. Tickets are \$150. An after-party begins at 10 p.m. with tickets priced at \$75. Call 888-WE-MORPH. It's meant to be a "benefit for those without benefits," said Rea.

Those interested in free treatment services must be pre-screened through the organization's website, at [www.youreupbodymorph.org](http://www.youreupbodymorph.org).

To learn more about You're Up, schedule an interview with Charlie Sanders Jr. or Rossano Rea, or to set up a facility tour, please contact Publicity Works at 248.691.4466.

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