



INTERNATIONAL LONGEVITY CENTER - USA

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FOR IMMEDIATE RELEASE

Bill Bradley joins the ILC-USA as an honorary board member and Digiwalker spokesperson

NEW YORK (September 13, 2002) - Former presidential candidate, senator and professional basketball star Bill Bradley was named an honorary member of the International Longevity Center – USA’s (ILC-USA) Board of Directors and will serve as the official spokesperson for the ILC-USA’s Digiwalker Step Counter.

“We are honored and grateful to have someone with such a distinguished background join our organization,” Robert N. Butler, M.D., Pulitzer-prize winning president and CEO of ILC-USA, said.

As the spokesperson for the Digiwalker, Bradley will advocate the device and its purpose – maintaining a healthy lifestyle.

The device is worn at the waist like a pager and clips on to almost any piece of clothing. It counts the number of steps taken while either walking or jogging and provides a calorie consumption chart. The goal is to reach 10,000 steps a day or walk approximately five miles. In accomplishing this, one will burn an average of 300 calories and take an important step to maintaining mental and physical health.

“Bradley is the perfect person to represent the Digiwalker Step Counter and our commitment to promote healthy and productive aging,” Dr. Butler said.

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In 1965, Bradley received a degree with honors in American history from Princeton University where he was also a star on the varsity basketball team, named two-time All-American and College Player of the year.

On a Rhodes Scholarship at Oxford University, Bradley received a graduate degree in Politics, Philosophy, and Economics (PPE). After returning to the United States, he played professionally for the New York Knicks from 1967-1977. As the Knicks starting forward he led the team to two NBA championships. Bradley was also captain of the gold-medal winning 1964 U.S. Olympic basketball team.

After retiring from his basketball career, Bradley was elected to the US Senate. He represented New Jersey from 1978-1997 where his legislative accomplishments included the 1986 Tax Reform Act, the Family and Medical Leave Act and Megan's Law. He has authored five books, "Values of the Game," "Time Present, Time Past," "Life on the Run," "The Fair Tax" and "The Journey from Here."

Please call the ILC-USA communications department at (212) 606-3380 or email carlislec@ilcusa.org to learn more.

The International Longevity Center-USA is a not-for-profit, nonpartisan research, policy and education organization whose mission is to help societies address the issues of population aging and longevity in positive and constructive ways and to highlight older people's productivity and contributions to their families and to society as a whole. The ILC-USA is an independent affiliate of Mount Sinai School of Medicine and is incorporated as a tax-exempt 501(c)(3) entity.

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