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News Release

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## **INVACARE SOCIAL MEDIA CAMPAIGN RECOGNIZES ‘REAL LIFE’ WINNERS**

ELYRIA, Ohio – (August 30, 2011) – Invacare Corporation (NYSE: IVC), the global leader in the manufacture and distribution of home and long-term care medical products, today announced the winners of its Real Life campaign contest. The campaign was created to raise awareness of the everyday struggles and achievements of those living with disabilities, ailments or advancing age. It launched in April 2011 with a contest for the best stories and, after a three month submission period, three winners were chosen. The winners of the Real Life campaign are Taylor Johnson, Casey Followay and Pauline Aughe. Each winner will receive \$9,000 for themselves and their charity of choice.

“The purpose of the Real Life campaign is to create a forum where people can come together to share their stories and learn from one another,” said Daniel Lee, vice president, marketing. “The Real Life campaign exemplifies Invacare’s brand promise of making life’s experiences possible. We received powerful stories from truly amazing individuals who are living their lives to the fullest every day and accomplishing incredible things.”

The Real Life campaign is an online digital forum and community dedicated to education and the celebration of the life stories of those living full lives no matter their physical limitations. People were invited to share their stories or those of someone who inspires them, in video or photo form, through YouTube, Facebook and Flickr. From there, an independent panel of judges comprised of representatives from Easter Seals, United States Marine Corps, Big Brothers Big Sisters and Teen Leadership Corps, selected the final three winners.

### **About the Winning Stories**

**Taylor Johnson** submitted a video she and friend Jessica Furman created profiling Quinn Clarke, an 11-year-old cancer survivor and founder of Kick-It, a national nonprofit organization dedicated to playing kickball for cancer research. Clarke was diagnosed with a rare type of cancer when he was just two-years old, and has been fighting ever since through operations, treatments, being in a wheelchair and learning to walk again. When

he was 10-years-old, Clarke asked his mother to have a kickball tournament to raise money for cancer research. Since then, more than 160 games have been played around the nation. His motto is, "Play kickball, cure children's cancer." Johnson is putting her winnings toward Clarke's own foundation, [www.kick-it.org](http://www.kick-it.org), based in Cleveland, Ohio. View Johnson's profile of Clarke [here](#).

**Casey Followay** never says 'can't' despite having Spina Bifida and being in a wheelchair. Because of Followay's determination and efforts, he has opened a whole new world for others with disabilities. The 14-year-old made history this past year by participating in the first wheelchair track meet to be held in Ohio. He is a three-time national triathlon record holder in handcycling, track and archery and has turned his sights towards the 2012 Paralympics. Followay is donating his winnings to the Adaptive Sports Program of Ohio, [www.ohioadaptivesports.com](http://www.ohioadaptivesports.com). View Followay's video [here](#).

**Pauline Victoria Aughe** is a busy woman whose roles include author, personal trainer and coach, inspirational speaker, blogger, wife and mother, who does it all in spite of her obstacles. Based in Hawaii, Aughe was born without limbs. Because of her beliefs in community and education, she is putting her winnings toward the America's All Stars, an educational-based nonprofit organization for students, <http://americasallstars.kintera.org>. View Aughe's video [here](#).

For more information about the Real Life campaign and to see more real life stories, including new contributors from the National Veterans Wheelchair Games, visit [www.invacare.com/reallife](http://www.invacare.com/reallife).

Invacare Corporation (NYSE:IVC), headquartered in Elyria, Ohio, is the global leader in the manufacture and distribution of innovative home and long-term care medical products that promote recovery and active lifestyles. The Company has 6,200 associates and markets its products in 80 countries around the world. The Company was named to the 2011 Fortune 1000 list and to the 2010 IndustryWeek U.S. Manufacturing 500. For more information about the Company and its products, visit Invacare's website at [www.invacare.com](http://www.invacare.com).

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