



NEWS RELEASE

FOR IMMEDIATE RELEASE
October 23, 2024

Contact: Cathe Schwartz, CEO
216-342-4966
cschwartz@beinmotion.org

INMOTION™ ANNOUNCES STRATEGIC CONSULTING AGREEMENT WITH KIRK GIBSON FOUNDATION *Effort will benefit more people living with Parkinson's disease*

Beachwood, Ohio – October 23, 2024 – InMotion™, a national leader in improving the lives of people with Parkinson's disease (PD) through an integrated, holistic system of wellness programs, is pleased to announce its first consulting agreement to expand PD wellness. InMotion™ will provide consulting and training services on the InMotion Approach™ to the Michigan-based Kirk Gibson Foundation, enabling it to implement InMotion programs that enhance the quality of life for people with Parkinson's disease. InMotion has also granted a usage license for its existing programs and client assessment process to the Foundation.

Since opening its wellness center in 2015, InMotion™ has developed and refined its metrics-based approach, welcoming over 30,000 individual visits annually for a variety of movement, exercise, and educational programs both at its Beachwood, OH location and remotely.

InMotion™ began offering consulting and advisory services to the Foundation in January 2024 as it plans and initiates construction of The Kirk Gibson Center for Parkinson's Wellness, the first dedicated facility of its kind serving Michigan's PD community.

"This collaboration between InMotion and the Kirk Gibson Foundation represents a shared vision to help people everywhere with Parkinson's disease feel better every day through the InMotion Approach™, an outcomes-driven, multi-modal, evidence-based system of exercise, wellness, support, and education," said InMotion's CEO Cathe Schwartz. "We look forward to sharing our knowledge and experience with the Kirk Gibson Foundation team to support people with PD and their care partners."

The Kirk Gibson Foundation was formed in 2017 after Gibson, a two-time World Series champion (Tigers and Dodgers), was diagnosed with Parkinson's disease. Both organizations noted that the consulting agreement represents a strategic alignment of vision, values, and capabilities.

"Our work together presents a remarkable opportunity to align our respective visions and capabilities toward achieving common goals," said Foundation CEO Steve Annear. "By combining InMotion's approach for delivering PD-specific community-based wellness programs and the Kirk Gibson Foundation's commitment to improving the lives of people living with PD, we are poised to create the Kirk Gibson Center for Parkinson's as a much-needed resource in Greater Detroit."

The new center in the Detroit area will offer programs similar to those provided by InMotion™, which have been shown to benefit individuals with PD. Both organizations will operate independently while leveraging shared data and insights through ongoing collaboration.

Media contacts:

Cathe Schwartz, CEO

216.342.4417

cschwartz@beinmotion.org

About InMotion™

InMotion™ leads the way in offering community-based wellness for people with Parkinson's disease, providing healing arts, physical wellness, education, support, and symptom-specific programs to help our clients feel better every day. We serve clients at our Beachwood, Ohio location and remotely via Zoom. As a nonprofit 501(c)(3) organization, we rely on generous donors to offer our programs at no cost to our clients. Learn more at www.beinmotion.org.

Follow InMotion™ on social media:

Facebook: @inmotionwellness

Instagram: @inmotion_oh